PLAY METER magazine

JUKEBOX COMPLIANCE UPDATE

INTERVIEW WITH SUSAN WALKER

RIAL TOUR OF THE CRESCENT CITY

VOLUME 16, No. 11 FOR THE COIN-OP ENTERTAINMENT INDUSTRY October 1990

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NEWS BULLETIN

► **H. BETTI RAISES OVER $50,000...** On Sept. 17, H. Betti Industries staged the first Lou Avoglia Memorial Golf Tournament, held in honor of the man who worked there for 43 years before his passing. The event, which took place at the Basking Ridge Country Club in Basking Ridge, N.J., figures to have netted between $55,000-$60,000 for the Tomorrow's Children Institute, according to H. Betti's Joe Cirillo, the tournament's emcee.

Seventy-two golfers participated in the tournament. Numerous golf awards and non-golf prizes were awarded, including golf clubs, TVs, and VCRs. Some 110 people attended the evening's banquet and heard a brief message from George Martin, a former All-Pro defensive lineman with the New York Giants. Martin is honorary president of the Tomorrow's Children Fund. Avoglia's widow was also presented with a gift in remembrance of the event.

"This tournament was so successful that we hope to make it an annual event," Cirillo said. "We received tremendous support from the music and game manufacturers; I'd like to thank them all. A special thanks goes to Capcom, which donated $15,000 to the Tomorrow's Children charity."

Look for pictures of the tournament in our November issue.

► **N.Y. CIGARETTE UPDATE...** We have late news on New York City's cigarette vending machine battle (the item in "State Update" went to press before the news on this page). Legislation proposed by AMOA-NY has been picked up and supported by Allan Binder, chairman of the Suffolk County Legislature's Health Committee.

The bill would restrict access to cigarette machines by children under 18, but it allows them to remain as-is in liquor-licensed locations. In places where kids have access, such as restaurants, the operator will have the option of installing a lock-out device or dedicated token system.

"I think we have a very good chance of passing this bill," said AMOA-NY president Robert Herman. "Unfortunately, Philip Morris has offered cigarette vendors no help; in fact, they've been destructive. Philip Morris is hell-bent on having a cigarette sampling provision tacked on to this bill. This hurts our cause. We don't want kids to smoke; it's a choice to be made by adults."

As we went to press, Herman was preparing to speak at a public hearing on the matter. If Philip Morris insists on the sampling provision, Herman is going to ask for two separate bills. The matter would then have to go back to committee for redrafting before a vote could be taken.

Herman wished to recognize the following AMOA-NY members who have been active in getting a cigarette bill drafted: James Feraldi, Frank Calland, Dick Simon, Ralph Ceraldi, Jerry Rispoli, Ken Kohles, and Richie Hohman.

► **STAGE SHOW ADDITION...** AMOA label liaison Sam Atchley reports that the Tex-Mex band Texas Tornados have confirmed to perform at the AMOA Expo Stage Show and Banquet. This newly formed band is comprised of Freddy Fender, Doug Sahm, Augie Myers, and Flaco Jiminez. Also, we incorrectly mentioned in this month's "News" section that Randy Travis was going to perform; in fact, the performer is country star Travis Tritt.

► **SKEE-BALL ENLARGES SHOP...** Skee-Ball Inc., manufacturer of the classic alley bowler of the same name, has moved to more expansive facilities. The address is 121 Liberty Lane, Chalfont, PA 18914. The phone number is (215) 997-8900; the FAX is (215) 997-8982.

► **NAME CHANGE...** Atari Operations Inc., the former Barrel of Fun arcade chain, is now known as Namco Operations Inc. They are the same people; it's just that a previous owner, Namco-America Inc., has taken full control. The new address is 3255-1 Scott Blvd., Suite 102, Santa Clara, CA 95054-3013. The phone number is (408) 496-6371; the FAX is (408) 496-6448.

► **GLAZMAN JOINS KANEKO...** Marty Glazman, most recently vice president of sales and marketing at Williams, is now the president of Kaneko USA Ltd., the American subsidiary of video game designer/developer Kaneko of Japan. He's still in the process of setting things up in the Chicago area. We'll list the office address and phone number when it becomes available.

► **VLC CHOSEN...** The Atlantic Lottery Corp. has selected Video Lottery Consultants (VLC) of Bozeman, Mont., to provide the central computer system for video gaming in New Brunswick, Canada. All systems are go for the Dec. 1 video gaming target date and implementation of a dial-up system similar to the one in place in South Dakota, which utilizes the VLC system.

In other video gaming news, the state of South Dakota is slated to receive an increased portion of the proceeds from its successful Video Lottery. Effective Jan. 1, 1991, the state's percentage moves from 22-1/2 percent to 25 percent of net machine income (money put into machines less credits paid in cash). For more about video gaming activities, refer to our interview with Susan Walker, executive director of the South Dakota Lottery (pg. 38), and the new column, "Video Gaming Outlook" (pg. 49).

► **STAR*TECH SEMINAR DATES...** The following are the next dates and locations for Star*Tech Journal's Advancing Game Tech Seminars: Oct. 13-14 at Knott's Berry Farm in Los Angeles, and Nov. 16-17 at New-Way Sales in Toronto.

► **NEW IN NORTH DAKOTA...** There have been two officer changes in the North Dakota Coin Machine Operators Association: Dwight Wrangham is the new president, Mary King the new secretary.

► **HALF CENTURY REMINDER...** The Half Century Club International will hold a get-together on Oct. 26, during the AMOA show, honoring the late Jack Gordon. It will take place in the Williams suite at the Marriott Hotel. Those planning to attend should contact Steve Kordek as soon as possible; the phone number is (312) 267-2240.

► **COIN CONCEPTS MOVES...** Coin Concepts Inc., the New Jersey-based company that produces skill redemption and novelty games, has outgrown its original 5,000 square feet of space and relocated to a new 10,000 square foot facility directly across the street. The new address is 16 Edgeboro Road, New Brunswick, NJ 08816. The phone and FAX numbers remain the same: (201) 390-9009 and (800) 462-COIN; FAX (201) 390-3373.

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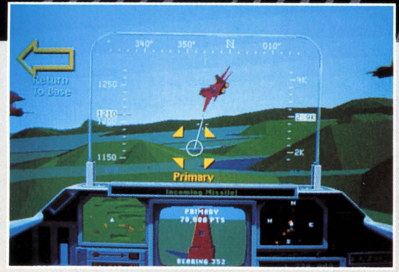

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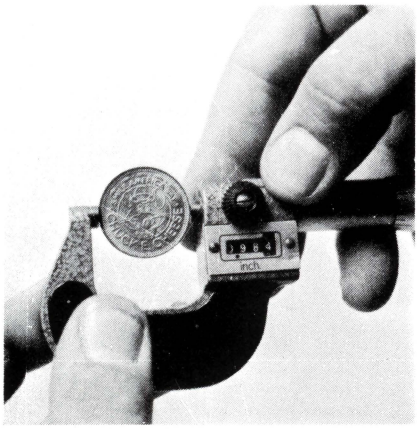

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What's the status of jukebox compliance? And when will those blasted stickers finally arrive? The answers to these questions and more are found in this story with comments from BMI, ASCAP, and Jack Kerner, president of AMOA (who's also awaiting stickers).

Touring New Orleans 68

How many Southerners does it take to guide visitors around their famous hometown? In our case it took four of us to map out a full day of touring in the food and party capital of the Deep South. Get a preview of the city's attractions on these pages.

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COVER

Joel Friedman and Jerry Gordon "go for the gold" with Rowe's new CD jukebox champions, the LaserStar CD 100-A and LaserStar CD-51. Both jukeboxes respond to present market demands and take the company into the '90s a winner.

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EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. Final Fight	Capcom	8.95	8	8	394
2. Hard Drivin'	Atari	8.81	18	18	869
3. G-LOC	Sega	8.71	3	3	135
4. TMNT	Konami	8.62	10	10	491
5. Four Trax	Atari	8.20	7	7	255
6. Final Lap	Atari	8.12	17	16	636
7. Elvira	Bally/Midway	8.00	11	11	461
8. Galaxy Force	Sega	8.00	2	2	81
9. Smash TV	Williams	7.96	5	4	175
10. Whirlwind	Williams	7.93	8	8	367
11. Super Off Road	Leland	7.81	18	18	766
12. Track-Pak	Leland	7.81	5	4	134
13. Earthshaker	Williams	7.80	18	18	796
14. Phantom of the Opera	Data East	7.62	6	5	215
15. WWF Super Stars	American Technos	7.54	15	14	610
16. Mercs	Capcom	7.43	5	4	161
17. Line of Fire	Sega	7.43	3	2	85
18. Hydra	Atari	7.40	2	2	65
19. Cyclone	Williams	7.38	18	18	664
20. Rollergames	Williams	7.37	4	4	129
21. Turbo Out Run	Sega	7.29	17	16	589
22. Golden Axe	Sega	7.28	15	15	560
23. Police Force	Williams	7.27	12	12	467
24. Cyberball 2072	Atari	7.25	12	9	343
25. Combatribes	American Technos	7.23	3	3	106
26. Operation Thunderbolt	Taito	7.20	17	14	554
27. M.V.P.	Sega	7.14	5	5	158
28. Baseball Stars	SNK	7.08	2	2	43
29. U.N. Squadron	Capcom	7.04	6	1	94
30. Team Quarterback	Leland	7.00	16	6	364
31. Beast Busters	SNK	7.00	7	5	186
32. Cadash	Taito	7.00	4	1	59
33. Tetris	Atari	6.97	14	6	232
34. Out Run	Sega	6.97	18	13	548
35. Chase H.Q.	Taito	6.94	17	9	419
36. AfterBurner	Sega	6.93	16	3	240
37. S.T.U.N Runner	Atari	6.93	9	6	237
38. Rai Den	Fabtek	6.89	2	1	44
39. Thunderjaws	Atari	6.80	1	0	12
40. All American Football	Leland	6.79	10	7	272
41. NARC	Williams	6.78	9	4	208
42. Robo Cop	Data East	6.75	1	1	9
43. Tecmo World Cup 90	Tecmo	6.75	1	0	8
44. Bally Game Show	Bally/Midway	6.74	7	4	127
45. Arch Rivals	Bally/Midway	6.72	15	9	407
46. Aliens	Konami	6.72	6	3	152
47. Capcom Bowling	Capcom	6.70	11	8	150
48. Championship Sprint	Atari	6.67	7	5	55
49. RoadBlasters	Atari	6.65	14	8	190
50. Mousin' Around	Bally/Midway	6.65	9	4	312

VIDEO KITS

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. Final Fight	Capcom	8.90	14. Rai Den	Fabtek	6.89
2. Track-Pak	Leland	7.81	15. Thunderjaws	Atari	6.80
3. WWF Super Stars	Am. Technos	7.54	16. All American Football	Leland	6.79
4. Hydra	Atari	7.40	17. Tecmo World Cup '90	Tecmo	6.75
5. Turbo Out Run	Sega	7.29	18. Arch Rivals	Bally/Midway	6.72
6. Golden Axe	Sega	7.26	19. Aliens	Konami	6.72
7. Cyberball 2072	Atari	7.25	20. Capcom Bowling	Capcom	6.70
8. Combatribes	Am. Technos	7.23	21. Championship Sprint	Atari	6.67
9. M.V.P.	Sega	7.14	22. RoadBlasters	Atari	6.65
10. Baseball Stars	SNK	7.08	23. Violent Fight	Taito	6.50
11. U.N. Squadron	Capcom	7.04	24. Cal. 50	Romstar	6.44
12. Cadash	Taito	7.00	25. DJ Boy	Am. Sammy	6.39
13. Tetris	Atari	6.97			

VIDEO DEDICATED

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. Hard Drivin'	Atari	8.81	6. Galaxy Force	Sega	8.00
2. G-LOC	Sega	8.71	7. Smash TV	Williams	7.96
3. TMNT	Konami	8.62	8. Super Off Road	Leland	7.81
4. Four Trax	Atari	8.20	9. Mercs	Capcom	7.43
5. Final Lap	Atari	8.12	10. Line of Fire	Sega	7.43

PINBALLS

GAME	MFG.	POINT VALUE	GAME	MFG.	POINT VALUE
1. Elvira/Party Monsters	Bally/Midway	8.00	9. Bally Game Show	Bally/Midway	6.74
2. Whirlwind	Williams	7.93	10. Mousin' Around	Bally/Midway	6.65
3. Earthshaker	Williams	7.80	11. Pinbot	Williams	6.62
4. Phantom of the Opera	Data East	7.62	12. Taxi	Williams	6.56
5. Cyclone	Williams	7.38	13. High Speed	Williams	6.39
6. Rollergames	Williams	7.37	14. Jokerz!	Williams	6.35
7. Police Force	Williams	7.27	15. Monday Night Football	Data East	6.33
8. Robo Cop	Data East	6.75			

FROM THE EDITOR

Where y'at? Must be New Orleans!

AMOA is getting close. Every year I look forward to it but this year is extra special because it's in our hometown—New Orleans. And since I do live here, I would like to help you visitors to adjust to our way of doing things. Since Chris, in his "Last Word," has guided you to all of his favorite restaurants (that should take up most of your stay) I'll try to fill you in on certain things unique to the "Big Easy." However, let me add one caution to Chris's advice about eating out—you have to plan ahead for all the delicious food you will be eating. Right now, just stop eating. If you don't touch a bite until showtime you may come out ahead. Otherwise, plan on gaining a couple of pounds!

If someone slaps you on the back and says, "where y'at," it's just a New Orleanian's way of saying, "Hi, how are you?" I'll admit it takes some getting used to but it'll stick with you. Think how surprised your neighbors will be when you ask them.

If you receive an invitation to "suck heads and pinch tails," please don't start swinging; simply head to the nearest seafood restaurant to enjoy some crawfish. They're also called mudbugs and to enjoy them fully you must peel them yourself. The really brave among you may even enjoy sucking the last bits of fat from the heads. (Even I haven't quite got into that yet.)

If someone tells you to meet him on the "neutral ground," don't start looking for signs of the next Civil War. The neutral ground is that wide, grassy space between the two lanes of traffic, called a median in other less sophisticated cities. Take note of the way people drive in this city, and you may understand the meaning of the name! Also remember you are not in California, where motorists must stop for pedestrians—here there is no such rule.

Another thing that is a little hard to get used to is being called sugar, babe (or bay), dawlin', honey (or hon). It's often accompanied by "where yat" such as "where yat, hon, dawlin', sugar, or babe?" Just accept it, because no one means anything derogatory by it and you will hear it more than a few times during your visit.

It may not come up in your conversations here, but if you happen to hear that someone has been out "making groceries," it just means that they have been to the grocery store to stock up. And when they get home they will probably ask the kids to put the clean dishes away like this: "Save those dishes, dawlin'."

Another thing you may have to adjust to is going out, or at least staying out, later than usual. I have been in many of your cities where they roll the sidewalks up around two. Not here! You can *go out* at two and still find some action. But don't forget to get back in time to go to those early-morning seminars.

Now, here's something that is almost certain to happen if you are walking through the Quarter. A kid will stop you on Bourbon Street, say, and challenge you to a bet on whether he can tell you "Where you got 'dem shoes." Of course, you are certain that he could never in a million years know where you bought your shoes so you accept the bet. Where you got 'dem shoes? On yo' feet! And you have lost a bet. Don't even think about reneging because the little bugger will hound you for his money.

You'll see in this issue a pictorial about a day in New Orleans with some of your hard-working Play Meter staff. We figured that it would be helpful to ya'll if we scouted out some of the highlights of the city for you. Yes, it is a dirty job but someone had to do it! We decided to tour the city and, boy, did we ever look like tourists! It was such fun walking around our own city, seeing it like most of you will be seeing it. And among the four of us, there were a lot of our favorite places to visit. Bonnie took us to City Park and Aunt Sally's Pralines—don't buy pralines too early in your visit or you'll gobble them down in your hotel room! Ron led us to the Moonwalk and Central Grocery Store for a delicious muffaletta sandwich.

Chris's favorites included Mother's Restaurant, which will be a hot spot for you conventioneers since it's close to the Convention Center, and Tipitina's for some of the best music you've ever heard. I couldn't resist a visit to Pat O'Brien's for a Hurricane and Cafe Du Monde for world-famous beignets (little puffy doughnuts dusted heavily with powdered sugar).

All of us are anxious to see you in our famous city and if you have any questions about where to go, just ask us. We'll be glad to share our favorites with you.

This is a serious word of caution: *Please* make sure you know where you are going. Don't wander off by yourself if you are unsure of where you are. Although the French Quarter is fairly safe, the surrounding areas are treacherous. It's easy to get turned around and end up in trouble. If in doubt, take a cab!

Valerie Cognevich

Valerie Cognevich
Editor

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LETTERS

Misunderstanding

Our industry is a dynamic one in which information spreads quickly between manufacturers, distributors, and operators. Recently, your readers may have received misleading information about Mars Electronics International and its products. We would like to set the record straight.

There have been reports of isolated occurrences of high-denomination bill fraud in stackerless electronic bill acceptors. Our VFM4 is among several stackerless bill acceptors that have been the target of such fraud attempts. No Mars upstacking or downstacking bill acceptors have been affected.

Mars has developed a security enhancement kit that is designed to solve isolated problems with high-denomination bills in VFM4 stackerless bill acceptors. The security enhancement kit, available at a nominal cost from Mars' authorized centers, is the only approved modification that we guarantee will not affect remaining warranties.

Any product that handles currency is likely to be the target of fraud attempts from time to time. As such, it is important that manufacturers maintain an ongoing program of product development to keep ahead of those who attempt to defraud payment systems.

Mars is proud of the security record of its payment systems and continuously devotes its engineering resources to developing solutions whenever problems are discovered.

Kira Burdick
Mars Electronics
Westchester, PA

Editor's note: The misleading information referred to in the letter came from an ad which did appear in Play Meter magazine. At Mars' request we have printed this letter to clear up any misunderstandings the ad may have caused Mars product users. If you have had a fraud attempt on a Mars unit, go straight to the company for the solution. The company's customer service number is 1-800-345-8215.

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November dubbed "Jukebox Month"

AMOA's Jukebox Promotion Committee, in conjunction with RCA and Polygram Records, is kicking-off a November "Jukebox Celebration" for the nation's jukebox operators. They will be provided with two National Jukebox Month packages in both vinyl single and CD formats.

The Polygram package features seven pop classics; RCA's package consists of seven country gems.

This promotion, patterned after AMOA's successful "Play Your Heart Out" Valentine's Day promotion in 1989 and 1990, is being coordinated through AMOA, Sterling Title Strip in Pittsburgh, and various one-stop outlets.

"In addition to being the first promotion of its kind ever conducted for November 'National Jukebox Month,' we're excited to offer operators a choice of two packages in both 45 and CD configurations," said committee chairperson Tami Norberg-Paulsen of C&N Sales in North Mankato, Minn.

Here are the 14 two-sided records from Polygram and RCA (some B sides to be determined):

- Sh-Boom/Earth Angel (The Crewcuts)
- Only You/The Great Pretender (The Platters)
- You've Lost That Lovin' Feeling/Soul And Inspiration (The Righteous Brothers)
- Papa's Got A Brand New Bag/I Feel Good (James Brown)
- Wooly Bully/Li'l Red Riding Hood (Sam The Sham & The Pharaohs)
- Wonderful Tonight/Promises (Eric Clapton)
- You Ain't Seen Nothin' Yet/Takin' Care of Business (Bachman Turner Overdrive)
- Please Help Me I'm Falling/You're The Reason (Hank Locklin)
- Make The World Go Away/I Want To Be With You (Eddie Arnold)
- I've Been Everywhere/TBD (Hank Snow)
- The Easy Part's Over/TBD (Charley Pride)
- Welcome To My World/I Guess I'm Crazy (Jim Reeves)
- Abilene/TBD (George Hamilton IV)
- The End Of The World/TBD (Skeeter Davis)

The participating labels and AMOA are underwriting the cost of the promotion. Special thanks go out to AMOA label liaison Sam Atchley, who was instrumental in working with the committee and record labels.

Nebraska makes bid for video gaming

Nebraska may join the ranks of states with legalized video gaming if a constitutional amendment is approved by voters on Nov. 6. Statewide polls indicate growing voter interest in the proposed change.

Operators and the VFW (Veterans of Foreign Wars) started the effort over a year ago by obtaining 85,000 voter signatures (only 56,000 are required), asking for the measure to be included on the ballot.

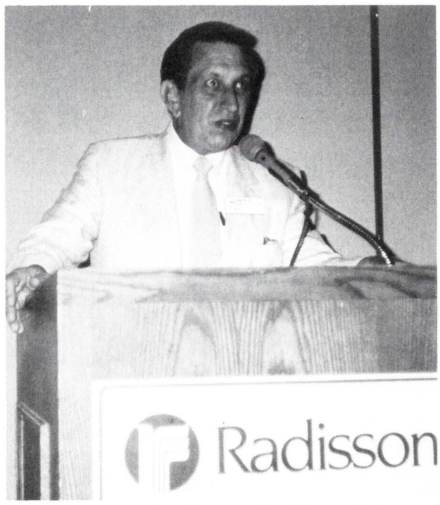
If successful at the polls, Nebraska would pattern its rules and regulations after those of South Dakota and use a dial-up, central computer system. The revenue division would be distinctly different from that in other jurisdictions.

Nebraska's proposal would give the state a flat $2,000 license fee per machine, with the majority of that money (about 65 percent) going to the state. The remaining amount would be divided among veterans' programs, administrative costs, and state property tax relief.

Machine revenues would be divided among operators, locations, and non-profit organization sponsors. Percentages would be negotiated among these three entities.

According to Mardy McCullough, executive director of the Nebraska Coin Operators Association, Dec. 15 is the target date to have a system in place. The Veterans Lottery Control Council would be the gaming regulatory agency created by the amendment.

Nebraska's population of 1.5 million would make it the most populous state to adopt video gaming. For more information on the status of video gaming around the country, refer to our new column, "Video Gaming Outlook," on page 49.



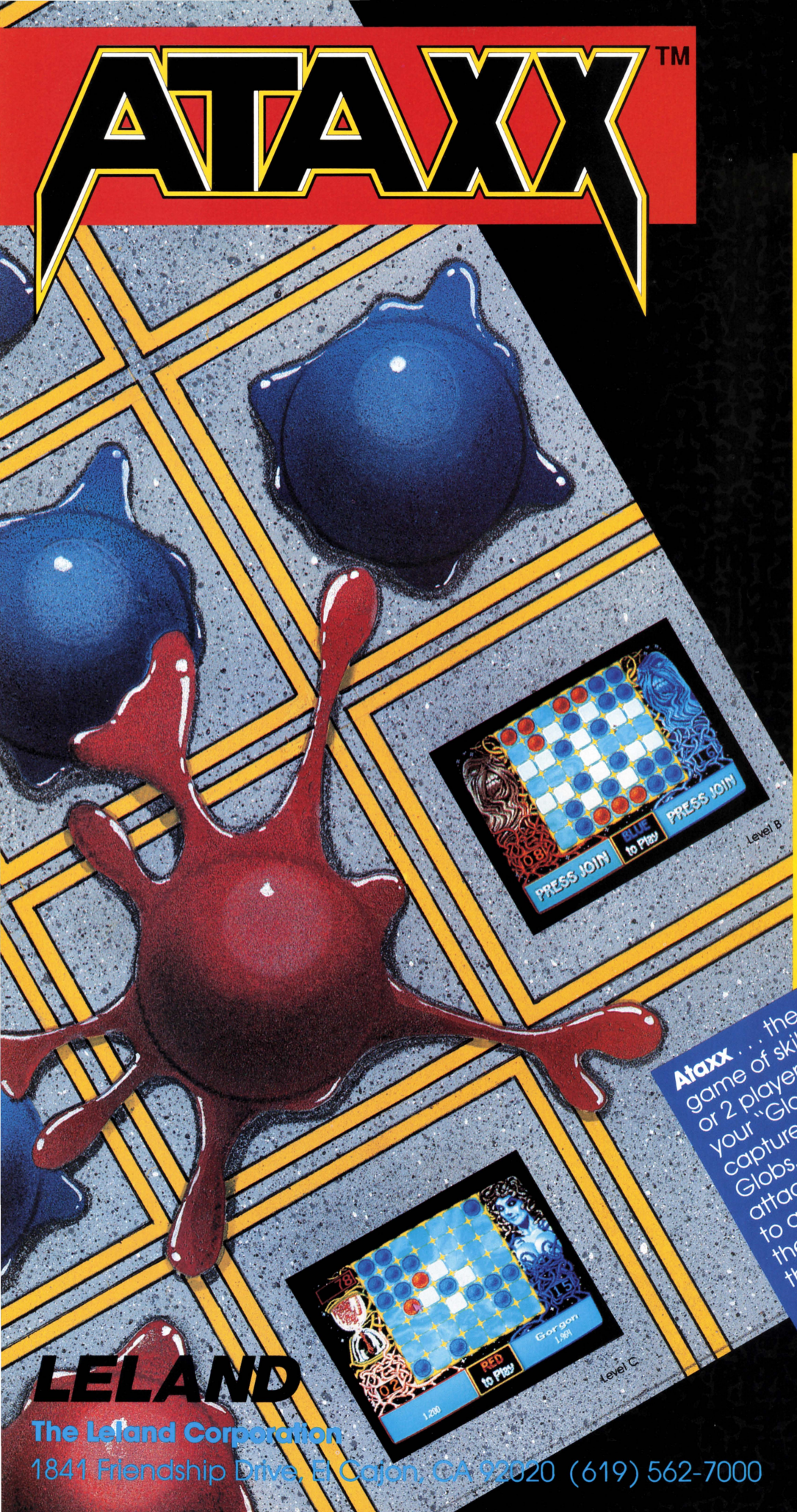
Joe Phillips, executive director of the Wisconsin Amusement and Music Operators (WAMO), addresses attendees of the second joint conference between WAMO and the Minnesota Operators of Music and Amusements (MOMA). The two-day event, held recently in Minnetonka, Minn., consisted of meetings, seminars, and assorted social get-togethers. MOMA executive director Hy Sandler planned and organized the conference.

Update on AMOA Awards Show

Speaking of Atchley, he has more confirmations to report for the 1990 AMOA Expo Awards Show, to be held on Oct. 26 at the Hyatt Regency Hotel in New Orleans. Kenny Rogers and The Everly Brothers will receive awards for the Jukebox Legends Hall of Fame. Also, Randy Travis, nominated for the Jukebox Country Record of the Year with "Just A Matter of Time," will perform.

At press time, Atchley couldn't confirm other acts being courted for the show. Suffice it to say, though, that nothing but first-class entertainment will be there. Last year's show boasted such stars as Dionne Warwick, Frankie Valli, Buck Owens, Ben E. King, Conway Twitty, and The Righteous Brothers.

ATAXX™



Dedicated Cabinet

Ataxx . . . the mind-bending game of skill & strategy for 1 or 2 players. You maneuver your "Globs" into position to capture your opponent's Globs. But while you're attacking them, they're trying to attack you. The one with the most Globs at the end of the game is the winner. Sound simple? Well, each level of **Ataxx** is tougher than the one before. **Ataxx** features new opponents, constant challenges and a compulsive game play that pulls players back again and again.

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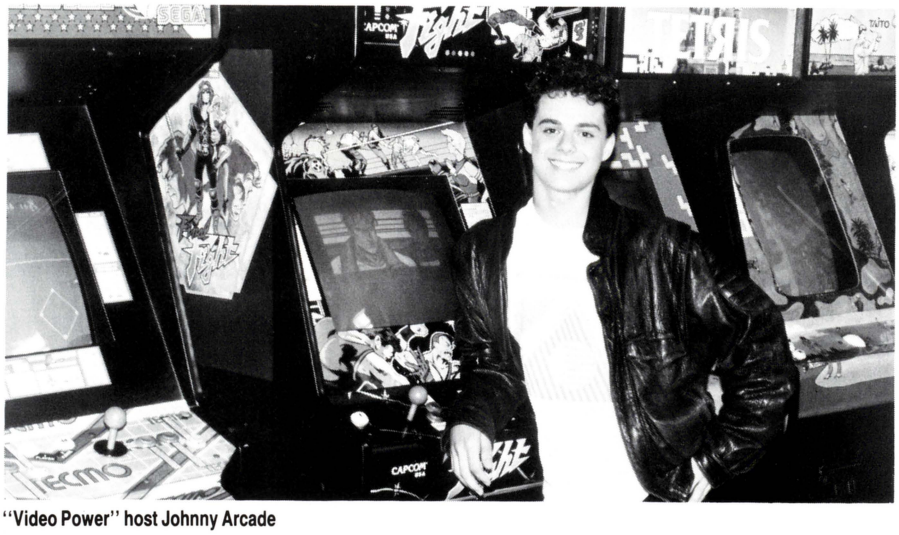


"Video Power" host Johnny Arcade

Video show now on the tube

"Video Power," a new TV show devoted to the video game industry, premiered Oct. 1 on stations nationwide. The half-hour syndicated program, which blends live action with animation, is geared to children between the ages of 6 and 14. It will air five days a week.

Said executive producer Frank Marrone, " 'Video Power' is an on-air magazine for kids who take their video game playing seriously. We anticipate the show will become kids' prime source for timely video game information and news, in addition to providing them with great entertainment."

The program focuses on today's games by incorporating tips, previews, reviews, playing secrets, and general video game information. It is jointly produced by three of the country's leading entertainment companies—Acclaim Entertainment Inc., Saban Entertainment, and Bohbot Communications.

Bonita Marie offers helpful new service

New Jersey-based merchandise supplier Bonita Marie International is providing a service to assist operators with their merchandising management. It's known as Amusement Redemption Management Systems (ARMS), a complete software and hardware system designed for the specific needs of arcades and family amusement parks.

ARMS is the result of years of research and development by CEO Lou Cappetta, who created it to help his Jersey Shore arcade become more competitive and profitable. He recognized the need for his management team to be able to track the customer base and monitor inventory, outstanding points, and employee activity—all of which are possible through ARMS.

The system is supported by an in-house staff of software and hardware professionals capable of providing complete turnkey installations, or just the necessary software program for customers who already have their own computers. Call (800) 272-6375 for a free guide on ARMS.

In other news concerning Bonita Marie, the company's crane supply division is now offering the Jumbo Peanut Capsule for operators of jumbo cranes. It's totally clear and snaps closed without tape or staple; measurements are 11-3/8" x 5-3/8 x 4-3/4".

Bonita Marie is also featuring special back-to-school crane capsule and rotary package kits with Simpson merchandise, giving operators a chance to take advantage of the popularity surrounding TV's first family.

AAMA names Olson

Laura Olson has been appointed the government relations coordinator for the American Amusement Machine Association (AAMA), according to executive director Bob Fay. She comes to AAMA after a year as office manager for Congressman Tim Johnson of South Dakota.

Olson's appointment is the result of an increased need for lobbying and legislative support at AAMA. Besides working closely with Fay to obtain co-sponsors for legislation that impacts on members of the association, she will assist him with AAMA's overall legislative program.

"Rep. Johnson is a co-sponsor of dollar coin and anti-gray market legislation, so Laura was already familiar with these issues," said AAMA president Gil Pollock. "She has also spent time studying the other legislation that we've been working on this summer. I am sure her background in child care and family issues will be a plus."

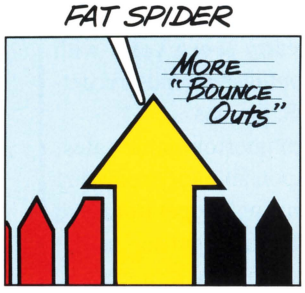
Added Fay, "Laura has shown a lot of enthusiasm for the position. I think she's going to be a real asset, and of course the staff is really happy to have her aboard."

Olson is a graduate of Black Hills State University in Spearfish, S.D., and holds a bachelor's degree in political science. She resides in Arlington, Va.

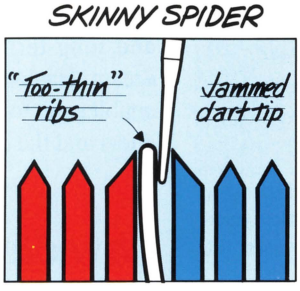
Laura Olson

COMPARE

THE NEW Scorpion™ TARGET

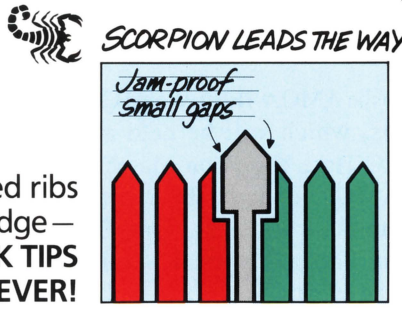


Spider overpowers appearance. More darts hit spider.

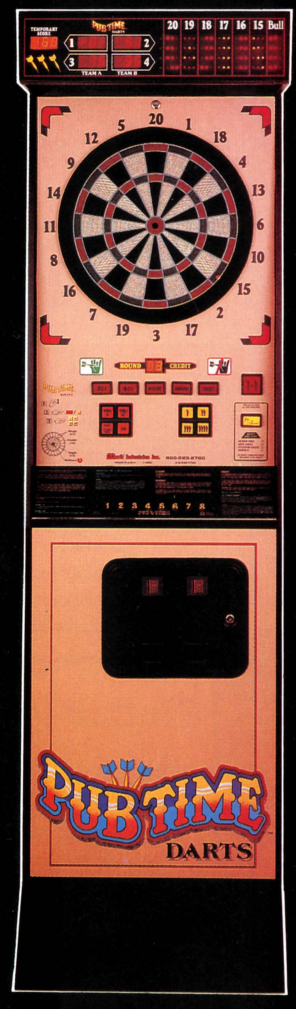


"Too-thin" ribs are flexible, allow tips to jam between spider and segments.

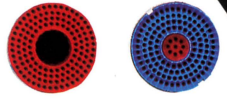
- FLUSH SEGMENTS & VIRTUALLY SHADOWLESS, NON-PROTRUDING SPIDER RIBS.
- SOFT-CUSHION SOUND—ACCOMMODATES UP TO 32 GRAM DARTS.
- REINFORCED RIBS & CLOSE TOLERANCE MOLDING—NO GAPS, NO JAMMED TIPS— **ELIMINATES SERVICE CALLS!**
- PIE SEGMENTS HAVE 15% MORE HOLES.
- EXCITING COLOR CHOICES, INCLUDING NEW 4-COLOR INTERNATIONAL STANDARD RECOGNIZED BY DART PLAYERS THE WORLD OVER.
- RETROFITTABLE TO ALL MERIT DART GAMES.
- **ONE-YEAR FACTORY WARRANTY**



Reinforced ribs won't budge— **NO STUCK TIPS —EVER!**



COMPARE— NEW LARGER **"BIG BULL"™** CENTER BULLSEYE



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These children with made-up faces enjoy video games at a "back to school" party thrown by Lacaille Amusements in Montreal. The kids received tokens, candy, and balloons. The company's Lanjeu Division has nine recreation centers in shopping mall locations throughout the Montreal area. They are the only ones in Quebec to require kids under 16 to be accompanied by a parent.

Pinball leagues being formed

Hoping to meet with the same success as long-established pool and dart leagues, the AMOA-International Flipper Pinball Association (IFPA) is pushing to sign-up charter members. The purpose of this non-profit trade association is to promote and expand league/tournament play for pinball machines.

All operators are eligible for charter membership; the charge for the first year's membership is $200. The benefits of belonging include:

- The charter and a complete start-up kit for league play (scoresheets, tracking system, captain's guidebook, "how-to" pamphlets, awards, and more).
- The opportunity to align with an international network of fellow operators dedicated to the promotion and expansion of pinball.
- League operation assistance from the member network.
- Use of AMOA-IFPA's exclusive classifying formula, the Composite Pinball Average (CPA).
- The ability to send representative players to the AMOA-IFPA World Championships, which will be held at the Chicago O'Hare Hilton on March 1-3, 1991. AMOA and the four pinball manufacturers—Williams, Bally/Midway, Data East, and Premier—will co-sponsor the event.

Members of the IFPA board of directors—including Sharon Harris, Joe Conway, Roger Sharpe, and Frank Gumma Jr.—met on Aug. 29 at the Chicago offices of Williams-Bally Midway. Gumma of American Vending Sales, who chairs the Education Subcommittee, is working with a group of operators to develop a "how-to" manual that will teach operators how to properly set up and maintain the new, sophisticated flipper equipment. The program should be complete in a few months.

For more information on the association, contact Joe Conway, Acting Executive Director, AMOA-IFPA, 141 W. Vine St., Milwaukee, WI 53212; (414) 263-0233. The IFPA will also have a booth at the AMOA show.

Hanner joins Merit

Dickie Hanner has been added to Merit Industries' sales staff to cover the southern U.S. His experience in the coin-op industry includes nearly seven years with Peach State Distributing and, most recently, a year with U.S. Games.

In addition to countertop game sales, Hanner will be responsible for expanding dart sales, working with operators and distributors, and participating in the development of gaming markets.

"I look forward to working with the team at Merit," Hanner said. "It's an organization with outstanding products, in-depth marketing, financial strength, and long-term stability—a salesman's dream. Having this kind of factory support enables me to totally get behind the products and the company."

New director for MCMOA

The Michigan Coin Machine Operators Association (MCMOA) has selected Candace L. Super to be its new executive director, replacing Walt Maner. He has moved on to another association, according to an MCMOA spokesman.

Super comes to MCMOA with 15 years of association management experience. She was formerly the executive director of the Central Michigan Chapter of Associated Builders and Contractors. Besides having managed trade shows and conferences, she has edited and published numerous publications and newsletters. Super, a registered lobbyist in Michigan, has also had experience administering political action committees.

MCMOA is located in Lansing and has 80 member firms.

MHA moves

M.H. Associates Ltd. has moved to a new address. It's 712 38th St. N., Fargo, ND 58102. The phone numbers are (800) 843-5487 or (701) 282-7877; the FAX number is (701) 282-7779.

IF YOUR VS. SYSTEMS ARE ACTING SLUGGISH, CALL IN A SPECIALIST!

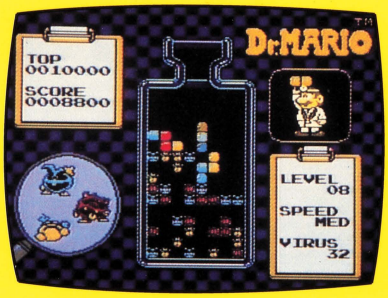
NEW

Introducing VS.

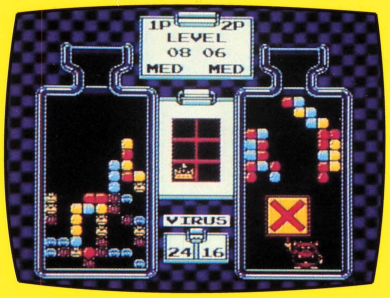
Dr. MARIO

He's got the remedy for your VS. System.

Dr. Mario—with germs that are fun to catch.



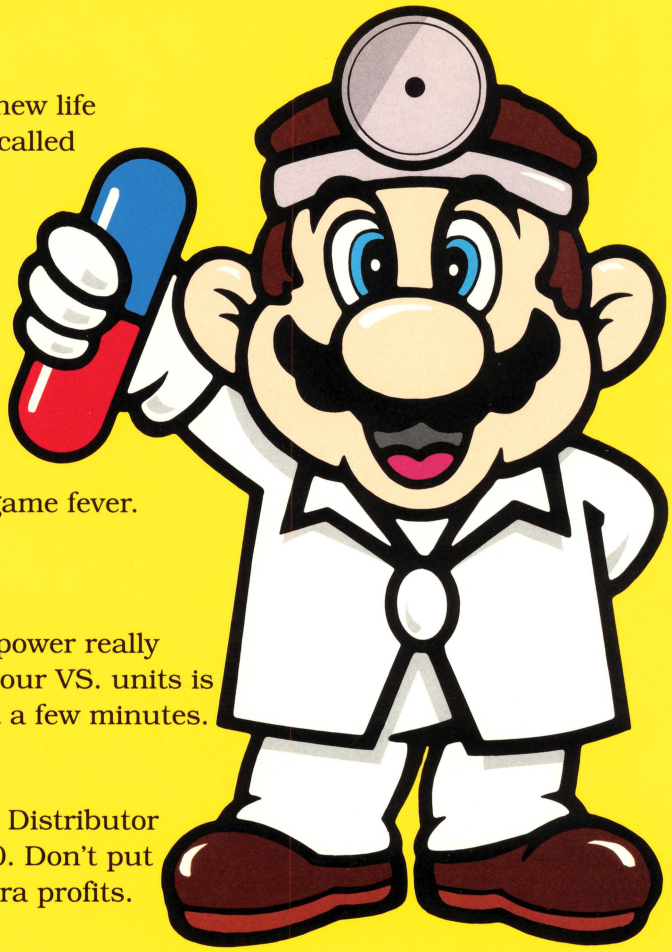
When all the viruses are destroyed, Dr. Mario advances to a more challenging round.



Players compete to match colors on the vitamin capsules as they fall.

Nintendo has just the prescription to pump new life into your VS. systems—a brand new release called Dr. Mario.™

The object is to help Dr. Mario destroy a nasty bunch of viruses by lining up appropriate combinations of vitamins. It's great fun for both one or two players. The action is intense as opponents choose their own level of skill. And you can be sure that players all over the country will be lining up to give it a try. So you'll be riding high on the first surge of game fever.



Rarely does a low-powered game provide such high-powered excitement.

Dr. Mario is such a great game concept that power really isn't an issue. And installing Dr. Mario into your VS. units is the easiest yet—you can do it yourself in just a few minutes.

Give your earnings a shot in the arm.

Operators, contact your authorized Nintendo Distributor or Nintendo of America Inc. at 206/882-2040. Don't put it off. Because early treatment can mean extra profits. Call in Dr. Mario before it's too late.

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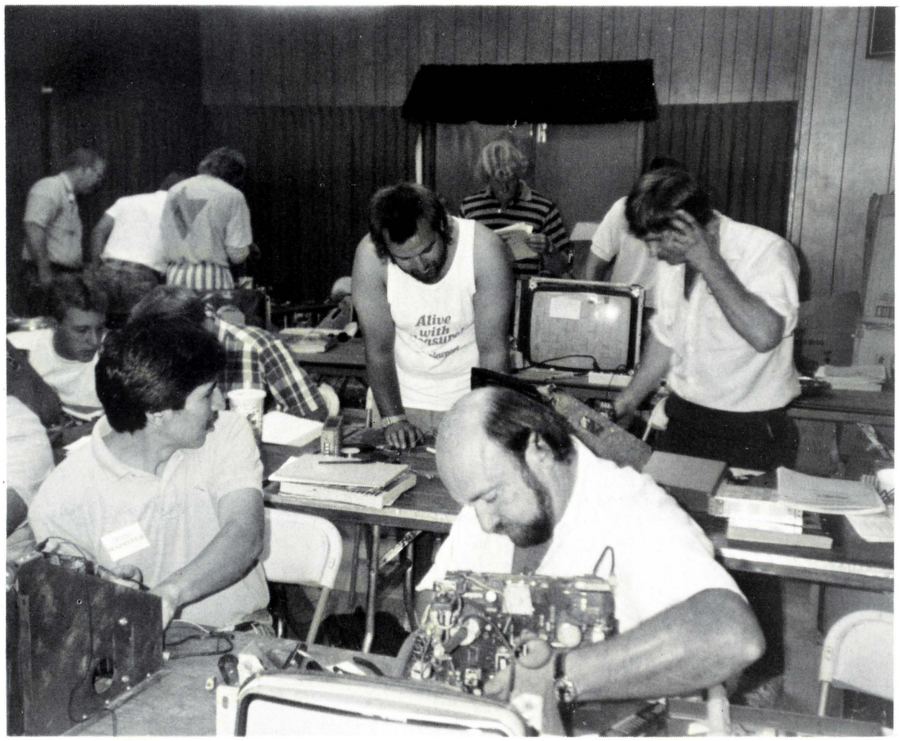


These students work on monitors at a recent lab session for Randy Fromm's Arcade School, held at Palmetto State Distrib. in Columbia, S.C. Fromm has just released an instructional videotape and added weekend training sessions.

New video, weekend schools from Fromm

Randy Fromm's Arcade School has announced the release of a new videotape training program that focuses on the subject of switching regulator power supplies.

"There are still many operators who throw away their bad power supplies," Fromm said. "Arcade School students have already fixed hundreds of switching regulator power supplies during the hands-on power supply lab. By putting this training on videotape, all operators can acquire this easily learned skill and save hundreds of dollars by repairing their own power supplies."

During the first month of introduction, this videotape can be purchased at a special price of $34.95 (see Fromm's advertisement in this issue for a discount coupon). The regular price will be $39.95.

The training program also comes with a guide to switching regulator supplies. It includes step-by-step repair procedures and sources for replacement components such as transistors and capacitors.

Also from Fromm comes a new weekend training course called ASAP (Arcade School Accelerated Program).

"This program is designed to fill the needs of working operators and route service personnel who can't take time away from their routes to attend the full six-day Arcade School," Fromm said. "Of course, we can't cover as much in the weekend class as we do in the six-day class. During the weekend class, we concentrate on the three most important aspects of video game repair: using the digital multimeter, repairing power supplies, and repairing monitors."

No previous knowledge of electronics is required. Fromm stressed that there will still be plenty of the hands-on work that his Arcade School is renowned for. During the training session on power supplies, students will be encouraged to bring in all of their bad power supplies for repair.

The first weekend school will be Oct. 6-7 at the facilities of Active Amusement in Philadelphia. For more information, contact Randy Fromm's Arcade School, 7960 Culowee St., La Mesa, CA 92041; (619) 697-4035.

SNK adds Mullin

SNK Corp. of America has appointed Jennifer Mullin to the position of marketing assistant for its coin-op division. She will handle daily sales and marketing duties and lend assistance in customer service.

"The addition of Jennifer to the coin-op division is an asset to our continually growing needs," said John Barone, vice president of sales and marketing.

Jennifer Mullin

Look for new foosball table

Jay Brotherton of Tournament Time, based in Oklahoma City, Okla., reports that his company is in the midst of manufacturing the *Hammer* table soccer machine. It will be on the market by December.

"What will make my table unique is the cabinet will be made of aluminum with teflon bushings," he said. "Other tables are made of plastic and particle board."

Brotherton, who once served as a distributor for Tornado Table Soccer, added that he's in the process of obtaining patents for the table and its foosball men.

Terry Kratzman and Wayne Green of Pinballs-R-Us in Independence, Mo., work on Bally's *Fathom*, one of their many classic flippers. Pinballs-R-Us was one of the collectors invited to show games at the Pinball Wizardry exhibit this summer, held at the Crown Center in Kansas City, Mo. For more details, see the News Feature on page 28.

BMI names directors

Paul Bell, Barry Siebel, and Larry Stevens have been named directors of BMI's Western, Central, and Eastern licensing megacenters, respectively. The newly appointed directors will assist Tom Annastas, vice president of general licensing, in implementing the new licensing operations network.

Among their other duties are overseeing the day-to-day management of BMI's general licensing efforts for their geographic regions, developing regional sales and marketing plans, and working with trade associations, business organizations, and local press to increase awareness of BMI.

"We have utilized state-of-the-art computer software to create a network of more than 50 field locations nationwide," Annastas said. "These independent centers will be interfaced with four megacenters, three of which will focus on regional licensing operations. The creation of these licensing centers in Phoenix, Nashville, and Boston is a revolutionary advancement in the operation of the general licensing department. I couldn't have chosen three better men to head these centers."

New center for Lock America

Lock America Inc. has opened a new service center in Wood Dale, Ill., to serve the midwest U.S. and Canada. The facility will help speed delivery of product to these areas, due to its location in the Chicago area. For more information, contact Dan's Lock America, 402 N. Edgewood, Wood Dale, IL 60191; (708) 860-2418 or (800) 243-2418.

The company's other service center, which serves the Mid-Atlantic states, is located at G & H Enterprises, 2341 E. Monument St., Baltimore, MD 21205; (301) 732-4000 or (800) 448-2075. Plans also call for the opening of two more centers in the Southeast and Northeast, with a third possibly in Texas. Lock America's goal is to deliver all orders within three days of placement.

Call WICO toll-free

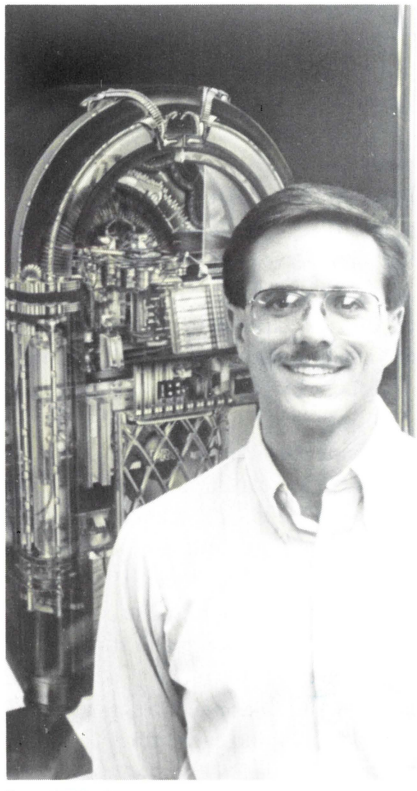
WICO Corp. has unveiled a new toll-free phone number for customers throughout the United States and Canada, including Hawaii, Alaska, Puerto Rico, and the Virgin Islands. It's 1-800-FOR-WICO (1-800-367-9426).

Customers can call between 7 a.m. and 6:30 p.m. CDT. Orders will still be shipped from the nearest WICO stocking location.

Etheridge appointed

Antique Apparatus has named Russell Etheridge the plant manager of their facility in Torrance, Calif. He was previously employed by Rowe International. While with Rowe, Etheridge served as vice president/treasurer of the Grand Rapids Chapter of the International Management Council.

The position of plant manager is new at Antique Apparatus, reflective of the firm's growth over recent years.



Russell Etheridge

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This Fall Everything Turns To Gold With Neo·Geo

SNK's Fall Promotion is more exciting than ever! With every purchase of a NEO·GEO MVS-4 cabinet, we will include at NO CHARGE two great earning games, NINJA COMBAT™ and THE SUPER SPY™.

Ninja Combat is a 2 player fighting game. Pick up weapons, throw punches, kick the enemy, even change into a different character! Non-stop action, great graphics and real voice!

The Super Spy allows you to be the hero. 3-D action provides realistic game play while you go through a 16 story building trying to destroy the terrorists that are building a new "super" bomb.

In addition, SNK is also including 3 NEO·GEO Memory Cards with every purchase of a MVS-4 cabinet.

The memory card provides players with the ability to save their game play on any NEO·GEO game. Players can save and store up to 27 different game titles (when *available*). For more information on the NEO·GEO fall promotion, contact your authorized SNK distributor, or call SNK at (408) 736-8844.

SNK

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The Player's Gold Card Keeps Them Coming Back For More

NEO·GEO MEMORY CARD

Besides NEO·GEO's great games, superb graphics, digitized stereo sound and voice, the players have one more reason to play NEO·GEO --The Memory Card System™.

The NEO·GEO Memory Card System enables the player to continue any NEO·GEO game where they left off at a different time, even a different location! Up to 27 different NEO·GEO games can be stored on the NEO·GEO Memory Card.

SNK is including 3 sample memory cards with every purchase of a NEO·GEO MVS-4 cabinet (in our special Fall Promotion). Special on site promotions and redemption are just a few of the ways the NEO·GEO memory card will continue to create location excitement and greater earnings on every NEO·GEO game.

For more information on obtaining additional NEO·GEO memory cards and our full NEO·GEO product line, contact your authorized SNK distributor, or call SNK at (408) 736-8844.

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SNK

SNK Corporation of America

Cameras coming to coin-op

Star Manufacturing Inc. has won a contract to build a coin-operated dispenser for throw-away Fuji cameras. The company, which already has extensive interests in manufacturing amusement games, has entered into an agreement with British coin machine company Lordsvale Leisure to build the vending machines for the U.S. market.

Lordsvale has the distribution rights, through vending machines, for the Fuji product after signing a series of agreements with Fuji USA Inc. and Fuji UK Ltd. It hopes to see the first dispensers on the market before the end of the year.

To market the machines in America, Lordsvale has set up a company in Atlanta called Quicksnap Vending Inc. The first dispensers have already been produced in the United Kingdom for the British market by jukebox manufacturer Sound Leisure Ltd., under license from Lordsvale.

The dispensers for the U.S. market will carry bill changers that are capable of handling $1, $5, $10, and $20 bills. The vend price is likely to be $15 per camera. The film carton itself acts as the camera; it's fitted with a lens and a built-in flash. Once the 24 shots on the film are used, the entire box is handed over for developing. The carton is then thrown away.

Arnold Greenhut (r), CEO of Rowe International, presents the Rowe Cup award to Steve Koenigsberg of State Sales during the annual Rowe distributor meeting. For more details, see page 86.

Corrections

Apologies to GaMCO International, Vari-Tech International, and Kramer Mfg. for errors in the Buyer's Guide Index of our September issue.

Although products were accurately described, there were address omissions and a missing photograph. Customers should take note of the following correct information:

GaMCO International
2153 10th St.
Sarasota, FL 34237
(813) 366-1133
(800) 642-7263
FAX (813) 366-1134

Vari-Tech International
4520 Spartan Industrial Dr. SW
Grandville, MI 49468
(800) 245-2737
(616) 538-4088
FAX (616) 538-1281

Kramer Mfg.
451 Magnolia Ave.
Croydon, PA 19020
(215) 788-8516
FAX (215) 788-8953 □

GaMCO's *The 2001*

In the September "News" section, we ran this picture and identified Jim Niblock as being on the left. We spelled Jim's name correctly...so far so good. He *was* on the left...we're rollin' now. Ah, but the *company name*. Whoops! Jim is, in fact, with Canadian Coin Machine Distrib. Ltd. While we're on the subject, they just picked up the Capcom product line. Congratulations, guys!

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Missouri exhibit highlights pinball

The Crown Center shopping complex in Kansas City, Mo., was the site of a late summer pinball exhibition to celebrate the 60th anniversary of flipper games. The exhibit ran from Aug. 18 through Sept. 3.

According to Pat Krehbiel, display manager of the Crown Center, the marketing department originated the idea and asked collectors to participate. Over 40 classic pinball games were on view in the 2,000 square foot exhibit hall. The Crown Center houses many specialty shops as well as two major hotels, the Hyatt Regency and the Westin Hotel.

The oldest machine on exhibit was Bally's *Jack and Jill* (1932); the newest was Premier's *Gold Wings* (1986). Other notable games included Bally's *Airway* (1937), Williams' *Tornado* (1947), The Stoner Corp.'s *Chubbie* (1938), and Bally's *Rocket* (1947).

One game on exhibit, Bally's *Strikes and Spares* (1977), was given as a prize at the end of the exhibit, which was free to the public.

Three Missouri collectors were represented: Pinballs-R-Us of Independence; ASR Distributing Inc. of Kansas City; and The Pinball Shop of St. Louis.

Pinballs-R-Us exhibited a number of games from its collection, among them Bally's *Captain Fantastic* (1976) and *Flip Flop* (1976). Wayne Green and partner Terry Katzman freely admit to being in love with pinball games. Said Katzman: "Our spouses think we're crazy and they're right. You really have to like them to take the time to locate the games and painstakingly recondition them."

Katzman explained that she would rather repair the games than play them, although she does play. "When you take a game and restore it to its original beauty you feel very satisfied," commented Katzman, adding, "It's exciting."

Green and Katzman specialize in Bally and Williams games from the late '70s to the present. Green has operated the company for five years; Katzman is a relative newcomer. She often accompanied Green on travels to obtain more games and decided to join the business. Pinballs-R-Us has restored games from all over the Midwest, including Colorado, Iowa, Kansas, and its home state of Missouri. The company reconditions the games and sells them to home owners who want to enjoy pinball in their recreation rooms.

The exhibiting company of ASR has been in business since 1984 and deals in pinball sales and repairs. The Pinball Shop is headed by Dennis Dodel (of Pinball Trader Newsletter) and John Mueller.

Local media coverage included articles in the Kansas City Star and the Independence Examiner. In addition, local CBS affiliate KCTV (Channel 5) interviewed Green on its "Noon Edition." □

Classic pinball machines dating back to the '30s were featured in the pinball exhibition. (Photo courtesy of the Crown Center Shops).

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Reputations are on the line as the Ramblers take on the Slammers—two of the toughest two-man teams around. Choose your turf—you can play either downtown in the alley, at the local park, or dock side. There's no home court advantage either way, and plenty of onlookers are on hand at all locations to provide cheering and jeering on the sidelines.

The teams are rough and ready to play. The rules? There aren't any in this 'hood. It's time to play dirty, and both sides know it. You can pass the ball to your teammate, or shoot for a basket, but always remember to watch your back! Punches fly as the players try to steal the ball away from each other—fists speak louder than words in this game. To be victorious in this match, you must have an awesome combination of lightning speed, sharp reflexes, and great timing, not to mention prizefighting skills. To add to the chaos, there are obstacles that further challenge the game play, including a little old lady who thinks that you street-wise guys are a bad addition to the neighborhood.

But you don't care about her or anything else that tries to get in your way. Your mind is on one thing only—winning. And whatever it takes, you have to do it, because the losers wind up being objects of ridicule, while the winners are hailed as kings of the neighborhood.

KONAMI®

STATE UPDATE

Louisiana

Members of the Louisiana Amusement and Music Operators Association (LAMOA) met in Alexandria, La., on Aug. 15 to discuss their future video poker legislation strategy, following Gov. Buddy Roemer's quashing of their efforts during the 1990 legislative session.

Earlier, LAMOA president Nick Putch and director Aubrey Brooks met with state Sen. Don Kelly, one of Roemer's floor leaders, to discuss the issue. He believes the association has a good chance of getting the bill through the Senate next session. It died in the Senate chamber this year before a vote could be taken, reportedly because Roemer sent word that he would veto any video poker bill that reached his desk.

"We're still bitter about what happened," said David Goudeau of Gerald's Amusements in Lafayette, LAMOA vice president. "Kelly feels sure we could get the bill through the Senate next time, but he couldn't explain why Roemer pulled the rug out from under us at the last session. Personally, I'd like to see us file the bill on the Senate side first, since that's where most of the work needs to be done. The bill sailed through the House in 1990."

At the Aug. 15 meeting, a poll of the membership revealed a desire to try again next year. "But not unless we get a straight answer from Roemer as to why he did what he did," Goudeau said. "He lied once. We would be stupid to mount an expensive campaign without checking with Roemer. Of course, he said he wouldn't stand in the way last time and look what ended up happening."

There are two other factors to consider, Goudeau says. 1991 is a re-election year for Roemer, which may make him more attentive to a video poker bill—he can't afford to lose blocs of votes in a close race. Also, the state will vote on a lottery on Oct. 6. It's passage or failure could have an impact on a video poker bill next session.

New York

Cigarette operators in New York City have begun a grass roots campaign to fight a proposed ban on all cigarette vending machines there, according to AMOA-NY president Robert Herman. The membership has been armed with a handbook that's loaded with instructions and materials for use in contacting City Council members.

"We should know pretty soon whether we're going to remain in business or not," Herman said. "We've been talking to the council members and writing them letters, approaching them as hard-working, respected members of the community. Our approach has been to distance ourselves from the high-powered tobacco lobbyists. All failing, we're going to prepare for litigation on a grand scale."

AMOA-NY has drafted a bill, with the help of lobbyist Peter O'Connell and general counsel Howard Tisch, and presented it to the county legislature in Suffolk County.

"This bill would not phase cigarette machines out," Herman said. "On the contrary, our position is that they should be allowed to remain in liquor-licensed and industrial locations as long as the business is viable." □

Gambling—the new dirty word

"But it's *gambling*!" said an industry friend when I spoke highly of South Dakota's success with legalized video gaming. It looks like gambling may become the new dirty word for the '90s.

There are a great number of misconceptions about legalized video gaming. We've all heard them, from "everyone will lose their self control and get the 'fever'," to "gambling kingpins from Las Vegas and Atlantic City will move in and take over."

Speaking of Las Vegas, that city has been experiencing a construction boom in the last few years, in case no one noticed. The desire to gamble is not going to go away. Those who wish to gamble will find a way to reach places like Las Vegas and enjoy those games of chance. Not every player in Las Vegas is a compulsive gambler. Non-travelers can call a bookie or chose to bet on local horse racing or dog racing.

If we are all going to get gambling fever when a few poker machines show up at the neighborhood tavern, then we don't give our fellow man or ourselves much credit. I'm not saying there aren't any people who have a problem controlling themselves with regard to gambling. There are compulsive drinkers and eaters as well. The entire amusement industry should not be penalized because some individuals with compulsive behavior will not be able to resist spending too much money on the games.

Mere availability does not create a habit or encourage a weakness if there was none there to start with. I've been to Las Vegas many times when I never so much as put a quarter into a slot machine. I have witnesses! On my recent trip to South Dakota I only played a video poker game once. More witnesses! I was surrounded by smokers at home while growing up but have never lit a cigarette.

Don't ask me if I can pass up a Baskin-Robbins because that's a tough one. If there's a Haagen Dazs across the street, then I'm really in a quandry. I have a weakness for doughnuts and sweet rolls of every variety, and hold a particular fondness for Snickers candy bars. In short, I have my weaknesses. Gambling is not one of them. I'm not a potential regular player, but I can see the benefits.

As long as states considering legalized gaming build into their laws tight restrictions and regulations governing who can qualify to operate the machines, outside interests won't have a chance to get a foot in the door. States considering such a move are doing so for the benefit of state government and local citizens, not just one without the other. The private sector and the state can become business partners with a common cause. States hoping to avoid increased taxes may see lotteries and legalized video gaming as ways to painlessly raise needed monies. It all sounds logical.

There is no mystery to the lure of legalized video gaming. Operators and locations have done well with gray area games for years. Some states just have more of them than others. Locations used to good profits from gray games know their customers enjoy them. Place a poker game next to a standard video and there's no contest. Legalizing such games, having them more available and carefully regulated, makes a lot of sense.

Operators with predominantly street locations have been crying for good equipment. Many feel overlooked by the manufacturers, convinced that pricey arcade pieces and home game licensing have become top priority lately. Adult players are naturally drawn to video poker games and taverns are their natural habitat.

There might be new technology around the corner that would dampen the current enthusiasm for pursuing legalized video gaming. It couldn't come soon enough for some. In the meantime, stay tuned for updates on the situation with our new monthly column, "Video Gaming Outlook," starting this issue. □

Bonnie Theard

Bonnie Theard
Managing Editor

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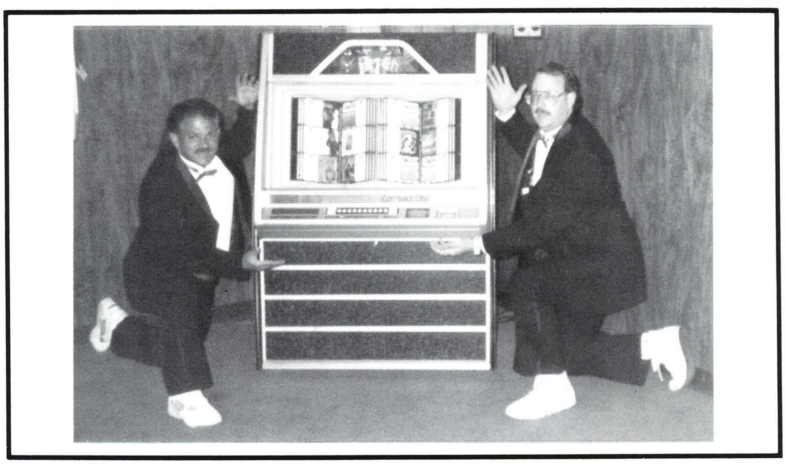

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If you want to know whether CDs are here to stay and whether 45s will soon be obsolete, you can ask just about anyone in the industry. It's a weighty subject and there are lots of opinions floating around. However, if you want an opinion based on nearly a century of experience in the music industry, ask Rowe/AMI. Rowe/AMI is a leading jukebox manufacturer today as it was a leading piano manufacturer in the early 1900s. Changes are not new to Rowe/AMI; the company prides itself on adapting to new ideas when needed. This philosophy has been as solid as the company itself.

In 1910 Automatic Musical Instruments was begun to fill a demand for the popular automatic player pianos of the day. In 1927, shortly after the introduction of 78 rpm records, the company built its first jukebox to accompany the newest in music technology. Through the years, AMI continued to add new models to its line of products.

In 1946 AMI built the famous *Model A*, which was a 20 record/40 selection box ideal for stocking even more 78s in a location. In 1951, as the industry began making a transition from 78s to 45s, AMI built the *Model D*, which would play the familiar 78s and also the new 45s, to help operators make the change. Just two years later, AMI saw that the transition was complete and built the *Model E* exclusively for 45s.

Rowe Canteen Corp. and AMI merged in 1959, creating a dynamic combination of music and vending. Rowe/AMI continued its penetration by offering products geared to market demand. This philosophy led to the introduction of the *Laser Star CD 100* in 1988 when it looked inevitable that CDs were replacing 45s as the music of the future.

The company has an uncanny ability to analyze the market, then introduce product to fill the needs. As operators of yesteryear were insecure about changing from 78s to 45s, modern operators hesitated about switching from 45s to CDs. Rowe/AMI, once again, came up with an ideal machine to help them make the transition. Just as the *Model D* combo helped operators through the previous evolution, the 45/CD Combo unit helped the modern operator test the waters of change.

Although Rowe/AMI's Joel Friedman is confident that CDs will replace 45s, he is quick to admit that no one has a crystal ball to predict the future. "The Combo was an ideal transition machine; now the CD units are the right thing to buy. We are going through a tough period; no one knows how long 45s will be available. Few operators will deny that 45s will disappear, but no operator can expect to replace all of his jukeboxes overnight."

He added, "I believe that all operators should have a definite buying program to change their routes from vinyl to CD, as quickly as economically feasible. There must be an orderly change. I am in no way implying that operators should abandon their vinyl boxes; there are still 45s out there. But they should be rotating them down on their routes."

Rowe/AMI's quest for filling market demand has led to the newest member of the Rowe/AMI jukebox family—the *CD 51*, a smaller version of the *LaserStar 100*. Friedman explained, "When Rowe/AMI began investigating CD music, we often heard that a small box was needed in locations where space and the cost of 100 CDs was a problem. But operators did not want to give up the album title display or the spinning discs that made our *LaserStar* so recognizable and inviting to play."

He continued, "With the *CD 51* operators have gotten their wish. It holds 51 discs—decreasing the initial investment on CDs—it is physically smaller, and all the features they wanted are there. This is an example of the concern we have about operators' needs."

Rowe/AMI is still located in the original 1910 facility. Of course, there have been a dozen additions on what they call plant number one. Plant number two was opened in 1985, giving Rowe/AMI a modern facility and the room needed for expansion.

Inside plant number one is a museum that's home to one of almost every jukebox Rowe/AMI has built. Some favorites are the 1946 *Model A*, affectionately nicknamed "The Mother of Plastic"; the famous 1940 *Singing Towers*; and the 1961

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Continental, which is notable because of its "radar screen" top.

There are many nostalgia boxes and even more memorabilia to whisk us back in time. Although it is not open to the public, Rowe/AMI has extended an invitation to any operator wanting to take a tour; just call your distributor to make arrangements.

Rowe/AMI is extremely proud of its distributors. Says Jerry Gordon, vice president of distributor operations, "We have the best distributor network in the industry. They are dedicated and loyal. It's the only way Rowe/AMI would sell product."

"I believe that all operators should have a definite buying program to change their routes from vinyl to CD, as quickly as economically feasible."

And while Rowe/AMI depends on its distributors to field problems from operators, the door is always open for them to call Rowe/AMI direct. "Sometimes an operator wants to talk to someone at the factory," explained Friedman. "We feel that we have an obligation and responsibility to be there. No matter what it is, we want to hear it. Listening to operators is the only way to be successful in this business."

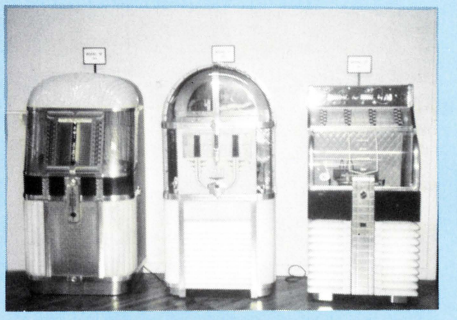
Plans for the future? Rowe/AMI certainly has them! "We have exciting new ideas on the drawing board," admitted Friedman. "We are always looking at developments in the consumer market and don't see any major developments on the horizon that will affect jukeboxes. Everything we see is commitment to CD."

Friedman added that no matter what the future holds, Rowe/AMI will be there. "We were there in the past, we're there now, and we will be there in the future, answering the needs of the music market. Rowe/AMI will continue to listen to operators and distributors and always will be responsible to our industry." □

Joel Friedman with Arnold Greenhut

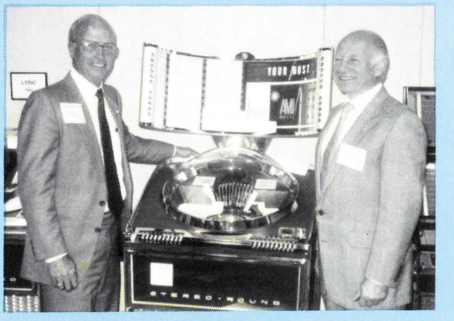
The *LaserStar* gave operators the courage to plunge into CDs.

Beauties of the 1950s when chrome was king and the mechanism was part of the attraction.



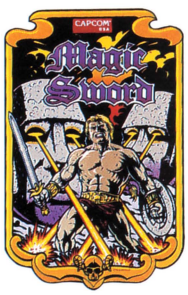
These 1940 models played 78s, which would not be replaced by 45s until several years later.

Joe Krestakos with a line of 1950 model jukeboxes in Rowe/AMI's museum. Joe started as a design engineer with Rowe in 1945.

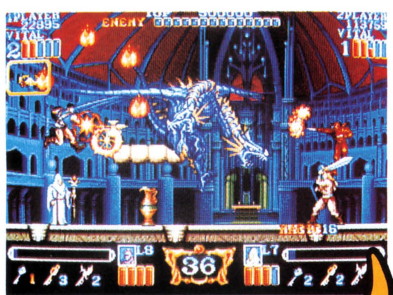


Jerry Gordon (r) with Robert Courts, vice president and general manager of manufacturing. The jukebox between them is the *Continental*, with the "radar screen" on top.

Magic Sword™



Capcom USA proudly presents Magic Sword, the latest video game with Capcom's exclusive CPS Super Chip. The incredible high-resolution graphics allow action so real that the characters seem to come to life and leap from the screen to do battle. With *fifty* levels to conquer, plus a special feature which allows players to choose between *two* different endings, you'll find huge treasure in the coin-box for months to come!



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Bonnie Theard

Susan Walker, executive director of the South Dakota Lottery, took time from her busy schedule to answer our questions about South Dakota's lottery operations, especially Video Lottery. An attorney and South Dakota native, she worked in the

Susan Walker

state Department of Commerce, Securities Division, and served as South Dakota Insurance Director for four years prior to her appointment. Walker is an articulate spokeswoman for South Dakota.

South Dakota's lottery experience dates back to November 1986 when 60 percent of the electorate voted to amend the state constitution and allow for a state-operated lottery. Instant Scratch Ticket sales commenced on Sept. 29, 1987.

Next, the Video Lottery went into effect on Oct. 16, 1989, the result of a new law that legalized video gaming machines in establishments licensed for on-site consumption of alcoholic beverages.

A third phase of lottery activity, Lotto, is due to start on Oct. 15, 1990. South Dakota will be joining Lotto America, a 12-state membership (along with the District of Columbia) that pools prize money for increased jackpots. Players choose six numbers from a possible field of 54. Prizes are awarded for matching four, five, or six of the numbers drawn in twice-weekly drawings.

Instant Scratch Tickets and the Video Lottery have had a great impact on the state's economy, involving the private sector in a working partnership with the state. So successful has been the South Dakota experience that many other states and foreign entities have contacted the Lottery Commission for advice and guidelines.

Veteran amusement operators are concerned about an influx of non-amusement industry people seeking a license to operate Video Lottery equipment. Is this happening?

We are seeing people applying for licenses who typically have not been in the coin-operated amusement business. But, with respect to that number, it represents a very small amount of machines.

According to figures as of June 30 this year, there are currently 44 operators licensed—those with machines in more than one establishment (not necessarily in establishments owned by them). That number accounts for over 3,736 machines

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AIR INFERNO: The realistic high-intensity rescue simulator

- A helicopter rescue simulation game. Fire extinguishing operations and rescues are carried out from a rescue operations base.
- There are a total of six rounds; two paced for beginners, and four for intermediate and advanced players. Disaster scenes include a blazing tanker and a skyscraper fire.
- If a player's total score is among the top three, the player will be able to input three letters of his or her name into a winners list.

Round Introduction

Basic Rounds

*In this game, there are basic rounds and rescue rounds.
Beginners are recommended playing the basic rounds first.

Basic Training:

1. According to instructions, raise altitude.
2. Move forward to a marker-light in front.
3. When touching the marker, the next marker lights as a new target.
4. After passing 2 markers, a final marker lights in the landing spot.
5. Land on the designated spot.

Fire-Extinguishing Training:

1. According to instructions, raise altitude.
2. Put out a fire on the field by using fire-extinguishing chemicals.
3. After putting out the fire, another fire appears in another place.
4. After putting out a certain number of fires, landing instructions are displayed.
5. After landing, training is complete.

Rescue Round

1. Blazing Tanker

Extinguish a blaze on a huge tanker and land the helicopter on the deck.

- Landing on the sea will result in a crash.
- When the operation is successfully completed, the captain appears along with a "thank you."

2. Skyscraper Fire

Extinguish the fire and land the helicopter on the roof. Care must be taken of the strong winds on the roof top.

- When the operation is successfully completed, a blonde named Jennifer appears along with a "thank you."

3. Violent Eruption of Volcanic Island

Land on the heliport on the other side of the island.

- Avoid volcanic rocks spewing out of two craters.
- When the operation is successfully completed, Jennifer's twin sister appears along with a "thank you."

4. Archaeologist Lost in the Desert

Find and rescue the archaeologist who has disappeared somewhere in the desert.

- Care must be taken of sand storms. In this scene, the radar breaks down so the target distance must be checked constantly.

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in total placement.

We also have an additional 31 operators licensed and classified as operator/establishments. These people become licensed as operators for placement of machines in locations owned by them. They only account for 238 machines in the state. Over 90 percent of the machines are owned and placed by traditional operators.

Where are the Video Lottery funds directed?

The Video Lottery proceeds are not earmarked for any specific state program or purpose. All of the proceeds are deposited directly into the state general fund. Each year the Legislature appropriates those monies according to budget recommendations.

It is unlike a number of state lotteries in which lottery proceeds are designated for certain programs. There is going to be an exception to that rule starting in October. Proceeds from our Lotto game will be dedicated to our corrections facilities construction fund.

What are the current figures on proceeds generated by the Video Lottery?

South Dakota operates on a fiscal year from July 1 to June 30th. From the start-up date of Oct. 16, 1989, through our fiscal year ending June 30, 1990, the state received $10.4 million in its 22.5 percentage share of net machine income (money after payouts to players) in eight-and-a-half months of operation.

Since July 1 this year, the state has received slightly over $2 million. We had initially projected $8 million in Video Lottery proceeds the first fiscal year. Revenues surpassed that amount by $2 million. Projections for this current fiscal year, set a year ago, were originally $12 million and have now been readjusted to $18 million.

Total lottery-related revenues to the state general fund for our second fiscal year of operation are projected at $23.5 million ($4 million for Instant Scratch Tickets, $18 million for Video Lottery, and $1.5 million for Lotto).

Can the state's citizens support all three lottery-related activities?

I compare these lottery products to the soft drink industry. Just as different types of soft drinks appeal to a certain market segment, certain lottery products appeal to different player bases. That's not to say, however, that lottery players play only one type of game.

Did the state ever consider running the Video Lottery on its own, without amusement operators?

"The overall success is attributable to the good working partnership between all licensed entities, the Lottery, and the public's support and patronage."

No, we never seriously entertained that notion. In fact, I feel strongly on this point. With 20/20 hindsight, knowing the success met with Video Lottery, I sincerely doubt that the state would have laid out the initial capital of over $20 million to purchase and operate machines. In addition, the Lottery would have had to hire approximately 300 people to service and maintain the machines.

The reason why it is successful is that we have invited private sector participation in the ownership, marketing, and servicing of this product. And it's worked extremely well.

What is the staffing situation at the South Dakota Lottery?

Current employees number 43, located statewide in four offices: Pierre (the state capital), Sioux Falls, Rapid City, and Aberdeen. Eleven staff members are assigned strictly to Video Lottery operations. Six directors (counted in the 43) also spend over half their time on Video Lottery.

Are there any field inspectors on the staff?

Of the 11 employees mentioned before, four are field inspectors. We have been able to limit our staff because of our central computer system. It alleviates the necessity for hiring additional staff in the areas of auditing and inspection. We have sound, responsive, and comprehensive procedures in place for machine testing, licensing, transportation, auditing, and enrollment.

Considering that 20/20 hindsight you mentioned, what would the Lottery have done differently if it were approaching the Video Lottery today?

Two things come to mind. First, I'm not opposed to establishment ownership of machines. The South Dakota law does not prohibit establishment owners from owning their own machines. I do believe there should be more stringent requirements as to who qualifies for an operator's license, namely in the areas of experience in servicing and operating gaming equipment.

For a state with a large population base, more stringent requirements will have to be set forth. The reason is obvious—you want to insure that the machines are being adequately serviced and maintained. They are sophisticated pieces of equipment.

Our rules state that machine owners must be trained in the service and repair of machines. We require the manufacturers and distributors to provide training schools on the service and maintenance of their machines. All operators are required to attend, but there are no testing credentials to certify those who are truly qualified.

Second, our law restricts the location's machine limit to 10, for the purpose of avoiding a casino-type atmosphere. Yet, there's nothing in the law to prohibit the use of the word "casino" in an establishment's name. I would recommend to any other jurisdiction that the word "casino" be prohibited, as a number of establishments in South Dakota are incorporating "casino" in their name and advertising.

Is there a profile of a state prime for lottery products?

If there is a common thread it is the need

to raise additional revenues, either by expanding existing lottery products or by a state regulating and profiting by non-authorized, prevalent gaming activities already being conducted.

In this day and age, the demands for additional funding of state government operations is increasing. Increasing taxes is not a popular alternative. Lotteries provide a voluntary means of addressing additional funding needs.

Our success has exceeded our wildest expectations. I also think that a lot of other jurisdictions ponder, "Could this be real?" and "Could we meet with similar success?"

I believe that with sound regulatory controls, and affording the industry the ability to operate and profit as a true business, then yes, other states can meet with a similar success.

What about those age-old claims that lottery products tempt gamblers to go overboard in playing the games?

The South Dakota Lottery has positioned all its products as a light form of entertainment. Gambling is not out of hand in South Dakota. That is simply not the case. There is a percentage of the population, however, who evidence compulsive behaviors, including gambling. Neither the Lottery nor the state want to profit by those individuals who may have a gambling problem.

A large percentage of the population gambles in one form or another, whether it be a friendly side bet at a sporting event or other occasion. Lotteries have done more to legitimize gaming in the United States. Lotteries aren't new; we've had lotteries in this country since Colonial times. The legalization of any gaming activity reflects the social mores and acceptance by the majority of a state's citizenry.

What have been the major benefits from the lottery products?

When state government has the ability to fund worthwhile projects and programs to the tune of an additional $23.5 million in one year, the whole state benefits directly. Without it, programs would be cut or underfunded.

The bar business in this state has been suffering for years and years. Now these locations are actually seeing some profits and the future is looking bright for them. It has created additional jobs in the state, estimated at 800, based on current surveys conducted by the Lottery. Further, the Video Lottery has saved a number of jobs in the state.

What rules are in place to insure that the Video Lottery stays in the hands of South Dakotans?

Anyone who owns Video Lottery machines in South Dakota must be a state resident. If the entity is a partnership or corporation, the majority of the ownership interest must be held by South Dakota residents. Licenses are not assignable.

Also, we prohibit a manufacturer or distributor from directly owning and placing machines in the state. It alleviates the potential of out-of-state gaming interests acquiring properties in the state. I would absolutely advocate that any other state place similar restrictions in its law.

"A crucial provision we have is the requirement that all of the machines statewide be linked to a central computer system for auditing and security purposes."

A crucial provision we have is the requirement that all of the machines statewide be linked to a central computer system for auditing and security purposes. It provides full accountability of all play transactions in each machine statewide. The system has also proven to be a major economic benefit to operators in saving them business expenses associated with accounting and remitting of the state's percentage.

Moreover, there's never a question that owners of machines are remitting the proper amount. I think a central computer system is a necessity to insure the successful operation of any video gaming enterprise, in addition to thorough machine testing requirements.

Who is the typical lottery player?

In South Dakota, the typical lottery player falls within the age group of 25-54, with an average household income of $15,000-$35,000 per year and a high school education or one to three years of college. Keep in mind, the average salary in South Dakota is $13,000 per year.

Our studies show that the percentage of people with an income of under $10,000 in South Dakota play the lottery disproportionately less than their representation in the population as a whole. Our surveys and those conducted by other state lotteries dispel the myth that "lotteries prey on the poor."

What's most important is what South Dakotans feel about the lottery products. What feedback have the citizens provided the Lottery?

The Lottery conducted a survey in May this year and found that 62 percent of the population felt that the Video Lottery was an appropriate form of gaming activity for the state to be involved with; 68 percent felt this way about our Instant Scratch Tickets; and 64 percent agreed on the new Lotto game.

We are delighted with the success that Video Lottery has met in South Dakota. The South Dakota Lottery does not, however, take total credit for this success.

Machine manufacturers expended many hours and resources in conforming their machines to communicate with our central system; operators took the risk in investing capital in this new venture; and establishments embraced this new product with great enthusiasm. The overall success of South Dakota's Video Lottery is attributable to the good working partnership between all licensed entities, the Lottery, and the public's support and patronage. □

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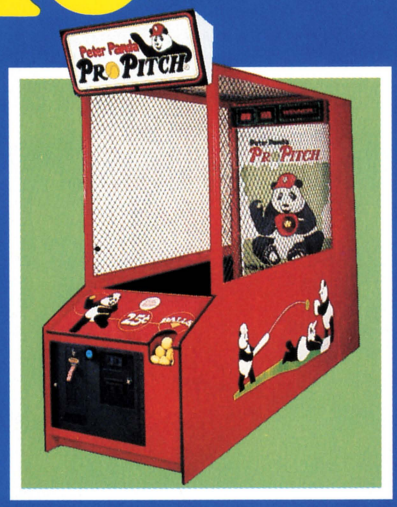

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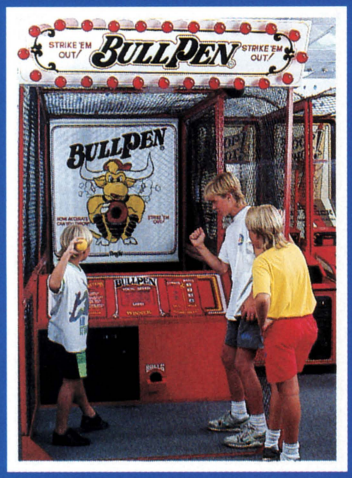

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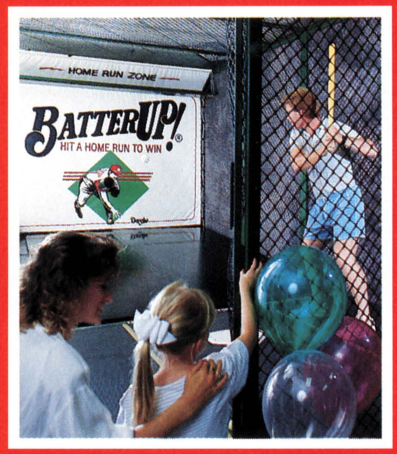

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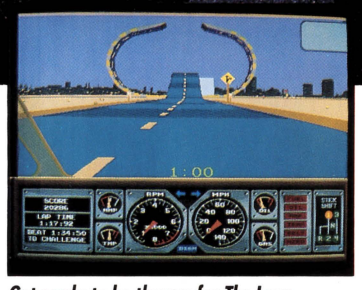

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Good communication system spells success in video gaming

Full accountability is of the utmost importance in a well-run video gaming operation. In Montana, extensive paperwork is required; in South Dakota, a complex communications system keeps tabs on the Video Lottery machine activity. The South Dakota system is the one being used as a model by other states and foreign entities.

The computer center at the South Dakota Lottery Commission headquarters in Pierre, S.D., is deceptively small, considering the volume of data collected from the 4,200 video gaming machines statewide. Pierre is a quiet little town in the center of the state, right on the banks of the Missouri River. The commission is housed in a restored hotel that's been declared a local historic landmark.

An IBM System/88 Mainframe is at the heart of the South Dakota system, designed by Video Lottery Consultants of Bozeman, Mont. It's literally in the middle of the computer center, surrounded by normal-looking personal computers. The system is anything but ordinary.

Scott Henneman, director of operations for the commission, explained how it all works. There are four regional polling sites (RPS) in the state, each with six phone lines (24 total) that call up the Video Lottery terminals for daily reports. This is called "batch polling." Operators pay for the phone lines leading into the locations, approximately $28.10 per month.

Roxie Danilko (standing), administrative assistant, and Lori Jochim, senior computer operator, in the computer center.

Computers at the polling sites feature modified boards with modems that do the polling. All this takes place in the middle of the night, starting around 2:30 a.m. and lasting for two-and-a-half hours. Polling time will be reduced soon when another RPS is added. Once completed, the batch polling is fed into the main system, which can run out 30 different reports.

Billing is done every two weeks, followed by an electronic funds transfer, or "sweep," in which the state's portion (22-1/2 percent of each game's net income after payouts to players) is transferred from the operator's business account into the state's general fund.

Every location has one phone line specifically for polling. All the machines are connected or daisy-chained together in a master/slave system; each one has a hexidecimal number for communications identity. The master terminal is called up

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first for needed information, then the other machines. All games are contacted by their hex form names.

Statistics can be gathered for every activity on the terminal, from the amount of money in the coinbox to each time the door is opened. Every terminal has a permit sticker located on its side and is further identified by the manufacturer serial number, date of installation, location name, and operator's name. All this pops up on a computer screen in seconds. There is never any doubt as to the amount of money taken in by each terminal and the proper division of those funds.

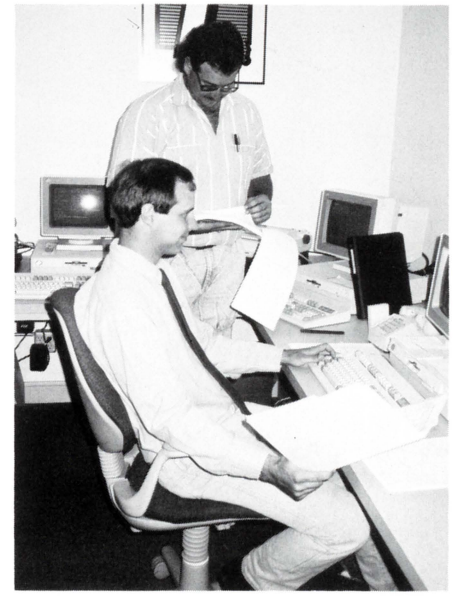
At the commission headquarters there's an additional internal security system that requires passwords before employees can access a file.

According to Henneman, "One of the advantages of our system is that we can alert the operator to problems with a terminal before he is even aware of it. When a terminal does not report, we know there is a problem.

"A terminal will go to a poll 'time out' state if not contacted by the host computer after three to five days. This helps reduce down time for the terminals. A terminal will not come up again unless the operator calls to say it is repaired."

As with any new system there were "bugs" to be worked out at the start (October 16, 1989). There were some compatibility problems between the terminals and the computer system, but all have long since been corrected.

One manufacturer expressed it this way: "The entire state bought a concept. Together, operators and government have been able to make it work and work extremely well." A local operator said, "Our state has the greatest collection system in the world." □



Kevin Atkins (standing), communications specialist, and Ron Leidholt, senior computer operator, at a terminal in the South Dakota Lottery Commission's computer center.

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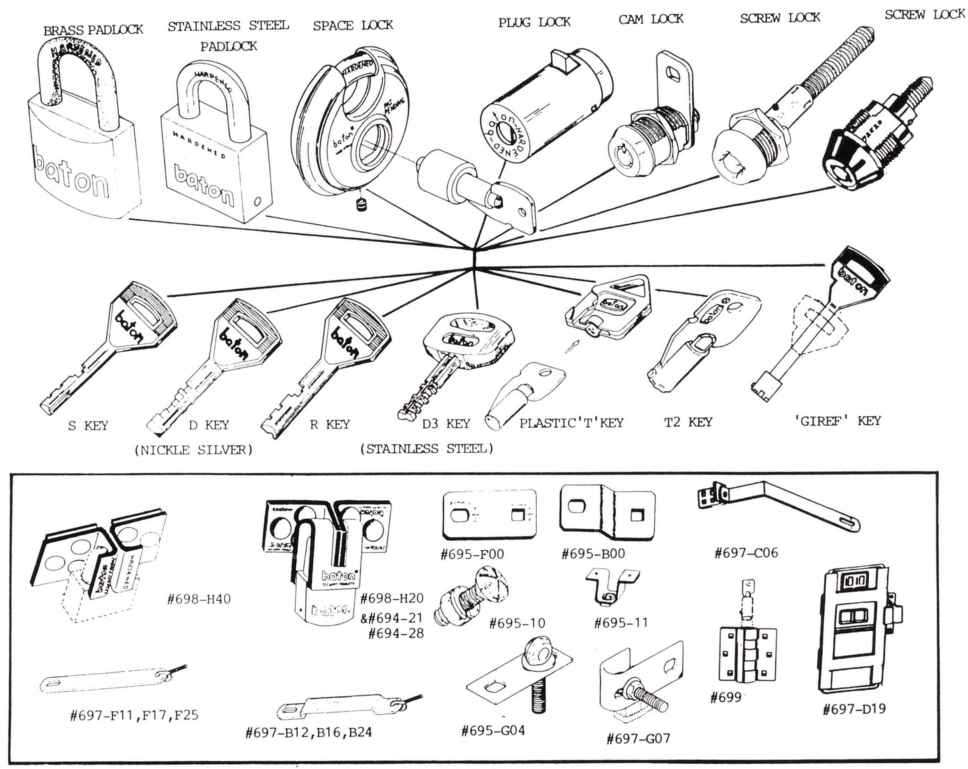

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Bonnie Theard

Midwestern and Canadian activity in video gaming

All eyes are on South Dakota as the coin-op amusement industry focuses attention on video gaming. Following are more facts on the South Dakota Lottery stipulations for the operation of Video Lottery machines, plus updates from North Dakota and New Brunswick, Canada.

South Dakota

Games approved: video poker, blackjack, keno, and bingo .

Machines per location: maximum 10.

Type of location: those with licenses for on-sale consumption of alcoholic beverages.

Location hours: legal hours for the operation of establishments with the above licenses are usually 7 a.m. to 2 a.m.

Player age: Video Lottery players must be 21 years of age; there are no exceptions. This law went into effect July 1, 1990.

Betting: maximum $2; wagers can be from 25 cents up to $2.

Payout: maximum of $1,000 per game.

State's percentage: 22.5 percent of net machine income (money put into machines less credits paid in cash); operators and locations split the remaining monies generated by the machines.

Companies licensed to sell games in South Dakota: (listed alphabetically) Aristocrat, Bally, Foxtronix, IGT, Merit, SMS, Tagasago, U.S. Games, and VLC.

Penalties for non-compliance: According to South Dakota Lottery Link, a bi-monthly publication, "Underage and after hours play are prohibited by state law and Lottery rules. The maximum criminal penalty for a violation is a fine of $100 and/or 30 days in jail. In addition to being prosecuted for a violation of the law, the Lottery may also take steps to revoke or suspend the video lottery license and may impose a fine not to exceed $10,000. Prosecution in court does not relieve an establishment from administrative action by the Lottery."

North Dakota

Dwight Wrangham of Dakota Music and Amusement Inc. in Bismark, N.D., president of the North Dakota Coin Machine Operators Association, explained the current status of the efforts directed toward video gaming:

Several months ago, a group of individuals began looking at the possibility of video gaming operated by private businesses. The successful video gaming laws of Montana and South Dakota were studied thoroughly. Taking the best parts of both, and combining that with North Dakota ideas and guidelines from NAGRA/AMOA, the group assembled a video gaming law for North Dakota.

At a June 20 news conference, a coalition of business organizations announced the beginning of a drive to place the issue of video gaming on the November 1990 ballot. The coalition is represented by the North Dakota Coin Machine Operators Association, the North Dakota Beverage Retailers Association, and the North Dakota Hospitality Association.

In July, the North Dakota secretary of state approved two petitions for circulation: the first to change the state constitution to allow video gaming operated by private businesses (26,100 signatures required); the second to establish a new chapter in the North Dakota Century Code to provide for the operation of video gaming (13,050 signatures required).

On Aug. 9, the Coalition for a Better Chance for all North Dakota delivered to the secretary of state petitions that far exceeded the necessary number of signatures, which signaled widespread support.

This effort is unique since it takes the video gaming question directly to a vote of the citizens. The implications on a national level are great. If video gaming operated by private business is voted in by the populous of North Dakota, that could be a mandate to legislatures of other states. Legislators are politicians and usually support programs popular with the people. With Montana and South Dakota already in operation, North Dakota could be the beginning of a wave of video gaming successes.

"We hope to be able to tell the rest of the country, 'North Dakota citizens mandated

video gaming by private business','' said Wrangham. ''Now the job of selling the campaign to the voters begins. Winning depends on getting the message to the voters. We have an excellent product to offer the voters, one that has proven itself in neighboring states. Unfortunately, we also have opponents who will be trying very hard to discredit our effort. Pull-tab manufacturers, charitable gaming groups, and anti-gaming forces will all be at work to discredit our program and our product.''

New Brunswick

Dec. 1, 1990, is the anticipated date that the Atlantic Lottery Corp. hopes to have video gaming on-line in New Brunswick, Canada. The corporation covers five provinces: New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland, and Labrador, a territory of 500,000 square miles with a population of 2.3 million people.

This past spring the minister of finance for New Brunswick announced that the province would be introducing video lottery machines in conjunction with coin operators. The Atlantic Lottery Corp. became involved in the project in early August.

Cluny Macpherson, general manager of the Atlantic Lottery Corp., said, ''The corporation will administer the program just as it does all the other programs in the lottery field in New Brunswick. In this instance, coin operators will be responsible for the purchase, service, repair, and maintenance of the machines and positioning them in approved locations.''

New Brunswick's video gaming will involve a dial-up centralized computer system; details will be announced soon. Rules and regulations are presently being prepared. Next comes authorizing manufacturers of game machines to meet with prescribed specifications. There will be no minimum or maximum number of game manufacturers to be approved. ''The market will make that determination,'' said Macpherson.

The maximum wager will be $2.50 with a maximum payout of $500; players will receive a payout slip and take it to the location's cashier. Thirty percent of the proceeds from the machines will go to the Atlantic Lottery Corp., which will pass it on to the government of New Brunswick, minus the corporation's operational expenses.

The balance of the game proceeds will be split 50/50 between the operator and the location. The machine limit will be five in age-controlled locations (liquor establishments) and two in any other location. New Brunswick will have a broader mandate and not limit video gaming to only liquor establishments. The other provinces have not made any announcements about implementing any similar programs. □

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Christopher Caire

Jukebox compliance: better than expected

Under an extension to the new jukebox licensing agreement, operators had until Aug. 1 to file for jukebox licenses with the Jukebox Licensing Office. As of Aug. 24, the JLO had received applications for some 110,000 boxes, according to JLO manager Melonie Krisza.

The principals involved—AMOA and performing rights societies BMI, ASCAP, and SESAC—are in general agreement as to the number of jukeboxes out there: between 225,000 and 250,000. Some uncertainties make it difficult to be more precise, to wit: How many jukeboxes within that total number are location-owned or privately owned? Does the total include CD jukeboxes, on the assumption that they've replaced vinyl ones, or should they be added to the number?

That said, how should one view the level of compliance? Is the 110,000 figure—which has certainly increased by the time you're reading this—considered good, or, being less than 50 percent of the number of jukeboxes, dismal?

Based on recent statistics, one would be inclined to take a favorable attitude. According to the U.S. Copyright Office, in 1978—the first year operators had to license their jukeboxes for copyright royalty payments—there were over 143,000 units registered. This number has decreased steadily over the years, hovering in the mid- to high-90,000 range in the late 1980s. In 1989, the year before the new agreement went into effect, there were 98,422 jukeboxes registered.

"When you consider that the numbers had been declining yearly, and that 98,000 jukeboxes were registered last year, 110,000 is a positive figure," said Rowe International's Joel Friedman. "That number is going to rise even higher when the late filers are factored in. It's definitely got to be looked at as a step in the right direction."

BMI lauds efforts

Tim Whipple, BMI's director of general licensing, says that body is pleased with what it's seen so far.

"We're very happy with it; we expect that number to increase over the next two or three years," he said. "The JLO is still processing license agreements that will push the 110,000 much higher. They've got piles of mail yet to go through. So I don't think anyone should be disappointed with that number.

"The whole jukebox industry has gotten behind this compliance idea. It's good for both the songwriters and the operators. Meeting the threshold means saving a lot of money—especially for the larger operators—over a long-term period."

A complaint voiced by many operators is the long delay in receiving their licenses from the JLO. AMOA president Jack Kerner, for example, says he sent in a check for multiple boxes back in May. As we went to press in late August, he still hadn't received his first cer-

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tificate. The JLO should have been better prepared in terms of necessary manpower, Kerner believes. (The three societies fund the office and are responsible for maintaining it.)

Responded Whipple, "We didn't anticipate having such a response so quickly, so we didn't have enough people. We've added two people to the JLO in the past week, with the specific purpose of getting the certificates out.

"Everyone has to remember that this is the first jukebox licensing company ever created. We're new at this. We made a guess as to what the volume (of applications) would be. Under normal circumstances, it was a pretty good estimate. Right now, with the volume they have, two full-time, temporary people were needed to get the certificates moving. Now they're flying out the door. The JLO should be fully caught up in early to mid-October. By the AMOA show in late October, operators should've had 20 to 30 days to put the certificates on their boxes."

Other operators who've been waiting for certificates to arrive say they've been "shaken down" by licensing society field representatives, despite proof that the licenses have been applied and paid for.

"Anyone with a jukebox that doesn't have a certificate could find himself a victim of legal action by all three licensing organizations."

"If they have any complaints about the way they've been treated by any employee of BMI, I wish they would call me immediately to let me know who it is," Whipple said. "But if operators have simply been called and asked whether the license application has been sent in, they should feel assured that people from BMI and ASCAP are making lots of these calls. We're just trying to do our jobs, making sure that we get as much compliance as possible. It's not our policy to hassle or threaten these people.

"At this point, BMI and ASCAP are just taking names and preparing for any type of legal action. We really can't do anything until we get caught up and put tags on all those boxes. It's simply at the checking stage."

Those operators who have continued to ignore warnings about licensing their jukeboxes are playing with fire. Down the road, when all of the certificates have been mailed out, the field representatives are going to commence their enforcement. Those caught without a license could be hit with fines heavy enough to put them out of business.

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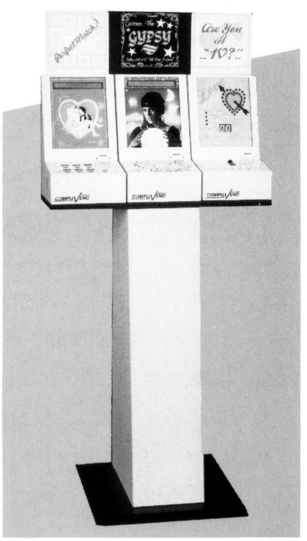

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"At some point, there's going to be vigorous enforcement," Whipple said. "Those without licenses could face up to $50,000 in penalties for every song that's infringed, which is basically every song played on the jukebox. Also, BMI and ASCAP will be dealing with these infringements completely independently. We can't share that kind of data.

"Anyone with a jukebox that doesn't have a certificate could find himself a victim of legal action by all three licensing organizations. Not for the same songs, but if he has songs represented by all three that were played whenever that investigator was in there, he could find himself the victim of a copyright infringement suit by any or all of the organizations. That operator could be sued three times, provided all three organizations learn of the existence of that particular operator or location. There are also criminal penalties if the infringement is intentional."

Kerner says complying operators who know of other operators that aren't paying their fair share, i.e., licensing their jukeboxes, should turn them in. Besides being a question of fairness, the more jukeboxes that get licensed, the lower the rates in future years.

Whipple agrees with Kerner, saying, "Between BMI and ASCAP, we only have about 200 field personnel to cover the entire country. SESAC, as far as I know, doesn't have any. We can use all the help we can get to find operators who are unlicensed. We'd welcome operators helping us by sharing this information, because we will follow-up on it."

Views from ASCAP

ASCAP managing director Gloria Messinger and licensing projects manager Bill Lee are also happy with the initial compliance efforts of jukebox operators.

"I tend to be optimistic about it; so far so good," Messinger said. "We have reached the benchmark, which will result in a reduction of fees for next year. Things are going smoothly, given the fact that we've just started up."

Said Lee, "Unfortunately, since 1978, compliance has really been declining. We've begun to turn it around, but this was a long-term trend. It will take some time before the momentum brings the licenses up to a level where they should be."

They, like Whipple, say the delay in mailing certificates is a problem that's been sufficiently remedied.

"It's been addressed; I expect all of the certificates to be mailed out by late September or early October," Lee said. "The problems arose primarily from the start-up procedures." Added Messinger, "There was no harm suffered by the delays, because no one has taken any action against operators for not having their certificates. I think, all things considered, that everyone has been patient with each other. The system has worked well."

Lee says a judge, upon a criminal finding of willful infringement, could set damages of up to $100,000 *per song played on the infringing jukebox*. The jukebox location isn't off the hook, either, if an operator doesn't comply.

"A provision in this new licensing agreement stipulates that if an operator doesn't comply, the establishment is then subject to licensing," Lee explained. "The establishment where that jukebox is located would be contacted by ASCAP, BMI, or SESAC and required to enter into a direct licensing agreement with each of us, assuming they're using the music of all three."

Final thoughts from the JLO

Krisza wished to stress two points concerning operators and the Aug. 1 filing deadline:

- Those who missed the deadline **should still** file for their jukebox certificates. Considering the crippling monetary penalties, it's better to get a certificate late and face a finance charge than to not act at all.
- Aug. 1 was the **filing** date, not the date by which a license certificate had to be on each jukebox. The societies recognize the delays and have promised not to begin stringent enforcement until operators have had a reasonable time to receive their certificates and place them on their jukeboxes.

If you have any questions regarding the new jukebox licensing agreement, call Krisza at (800) 955-5853. □

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Elroy Wolff

Wolff, a 55-year-old attorney with the law firm of Sidley & Austin in Washington, D.C., has been AMOA's general counsel for the past three years. Prior to that, though, in 1985, he gave the association advice on the Berne Convention enabling legislation and testified on AMOA's behalf before a Senate committee.

His fields of expertise include antitrust law, trade regulation, and business litigation. Wolff also has a number of other association clients.

What types of things are you normally asked to do as AMOA's general counsel?

It's a tremendous variety, which is one of the things that makes working for AMOA such a pleasure. I've represented AMOA's position in a number of copyright law matters, including Berne Convention legislation, the *Red Baron vs. Taito* case, and other legal issues relating to parallel boards—particularly with regard to proposed legislation on that subject.

In addition to copyright law questions, there are many other general legal issues that arise all of the time with AMOA. I give or have given them advice on hotel contracts and musical talent for the AMOA Expo's stage show; the new jukebox licensing arrangements; video poker legislative issues with the Truth In Amusement Committee; tobacco vending legislative issues; and a variety of other issues with Bob Wilbur, AMOA's director of government affairs in Washington.

As counsel to the Truth in Amusement Committee, what requisites would you say are necessary before a state association begins its push for video poker legislation?

That's been discussed several times by people on the committee who have a lot of experience with it, such as Phil Benson and Wally Bohrer. I'll reiterate what they've said.

There really has to be unity. If the association is at all splintered, their efforts will fail. But this goes beyond just the state association. All those who desire video poker legislation in that state have to work together to get a bill passed. Any interest group that's opposed to it or wants something substantially different will likely cause the legislation to fail. The legislature wants to see a united front, people pulling together in the same direction. If a group of tavern owners, for example, is pulling in an opposite direction, the bill would be in jeopardy.

Another thing that's important—this is a corollary to what I said before—is for the state association to hammer out whatever compromises are necessary to diminish, if not eliminate, the organized opposition to video pokers. The nature of video poker must be explained to groups within the population who might otherwise be opposed to it. They have to understand the potential for good that arises from the revenue that can be generated from video poker. That money can be used by state, county, and municipal governments to fund educational and other governmental projects that wouldn't otherwise have funding.

Third, the modern video poker machine is scrupulously honest. That is, the player gets an honest game and the state gets an honest accounting. There are computerized, very sophisticated accounting systems that are built into the machine. As a consequence, it would be almost impossible for an operator or a location to not give the state its fair share.

The revenue stream can be carefully monitored by the state to make sure it's being dealt with honestly. The state can en-

sure that the revenues received by the operator and location are properly accounted for tax-wise. So it's a legitimate, above-board business, one that people with a criminal bent don't typically like to be in. They'd prefer to operate in the shadows; legalized video pokers are in the spotlight. This is an important message to be sent by promoters of video poker legislation.

By the way, what was the impetus behind forming the Truth In Amusement Committee?

It was started about three years ago. The Montana poker legislation had just come in; video pokers were legalized there. Wally Bohrer, John Estridge, and a number of others went on a trip to Montana to visit with the manufacturer of the equipment, the state officials responsible for monitoring it, and (TIA chairman) Phil Benson. There was kind of a seminar on how video poker worked, how the Montana legislation was structured, and what the results were.

The committee was formed out of this meeting. I think it was Wally who coined the name. The reasoning he used was that people liked to play games of chance. It is much more preferable to have legitimate games sanctioned by state law, so the operator knows he is operating in a purely legal area. The games are regulated by the state, and the player knows he's playing a game on the up-and-up. It really takes the pokers out of that gray area, from the the back room to the front room, if you will. Wally thought we should name the committee Truth In Amusement because that's what it is: an amusement device that uses a game-of-chance principle. We ought to tell the truth about it.

There's been a big change in the public's attitude toward gambling. You now have gambling not only in Las Vegas but Atlantic City as well. There are state-run lotteries and off-track betting in many states. So the notion of having the state share in the revenues of gambling, in exchange for providing some regulation and legitimacy of the gambling, is something that's not astounding in 1990.

I should point out that most lotteries are state-run; the state gets all the revenues. The Truth In Amusement Committee, on the other hand, believes this is undesireable when applied to video poker machines. This should be a private enterprise.

"Revenue from video pokers can be used to fund educational and other governmental projects that wouldn't otherwise have funding."

The purpose of the committee is, first of all, to attempt to monitor video poker legislation around the country, to be a gathering place for legislative information. The second purpose is to provide some method of sharing this information with AMOA groups who are interested in seeking poker legislation for their states.

Do they send the committee their model legislation, asking for criticisms and suggestions?

Frankly, it hasn't gotten that far yet, but that's the idealized version of it. The committee has established a very cooperative relationship with NAGRA (National Association of Gaming Regulatory Agencies), the state officials who are gambling regulators. NAGRA has been working on a model statute for video poker, but I'm not sure if they've completed it or not. Other committee members and I have looked at it and had some input. The two groups are working toward establishing a sensible statutory framework to permit video poker machines.

Turning to jukeboxes, were you part of AMOA's negotiating team for the new jukebox licensing agreement?

I wasn't, in the sense of sitting in on all the sessions with the AMOA and performing rights society representatives. I kept up with what was going on through discussions with Dock Ringo, Bob Nims, John Estridge, Wally Bohrer, and Dick Hawkins. I think it's accurate to say that agreement was negotiated by AMOA's representatives, without any substantial participation from me.

However, I did participate in the drafting of the final agreement. My role was to reduce the agreement to writing by working with the lawyers for the performing rights societies on the final documents.

Do you think it was a fair agreement for operators?

I don't have an opinion. When I say that, I don't mean to imply that I have a negative one. It's just that it isn't my job to offer an opinion. The AMOA negotiators, led by Dock Ringo, obviously thought it was an appropriate agreement to enter into, because they did so.

Have you been involved with AMOA's battle against the abolition of cigarette vending machines?

Yes. Our position is this: it's wrong for legislation to single out the vending machine delivery system, as opposed to all the other delivery systems for cigarettes. Such especially harsh treatment threatens to put the vending machine industry out of business.

What recourse do operators have? Are they simply at a legislative body's mercy?

There are a couple of things. One is to try to get more balanced treatment from legislatures. Try to get them to limit locations where cigarette machines can be placed, rather than instituting an all-out ban.

But most areas already have restrictions on where the machines can be placed, such as liquor-licensed locations. The lawmakers still want to go beyond that.

Again, AMOA's view is that this is unfair. When you think about it, it's really an overreaction. If a person is bound and determined to smoke cigarettes, if he can't buy them from vending machines, he'll simply get them somewhere else. You're not going to change habit patterns by removing cigarette machines.

It's not only unfair to operators of these machines. In a way it's also unfair to those who have chosen to smoke. Smoking is not against the law; only smoking in certain places has been prohibited. If smokers are put at a great inconvenience in trying to find a place to buy cigarettes, that's unfair.

Are there any legal theories that could be tested in a lawsuit to stave off a potential machine ban?

There may be some constitutional issues

that the banning of cigarette machines might raise. I haven't really researched that yet, though.

What kind of involvement did you have with AMOA and the parallel board controversy?

AMOA filed a brief in the case of *Red Baron vs. Taito* that basically supported the legal position taken by Red Baron, though we expressed it a little differently.

What we said was that when the manufacturer of a coin-operated video game sells it under the "first sale" doctrine, any further rights to the copyright have been relinquished. In our view, it didn't make any sense for the court to hold that you can sell a coin-operated video game which has only one use—namely, as a coin-operated video game—while at the same time saying to the purchaser, "You may not use this video game for its intended purpose," i.e., to be used in an arcade as a coin-operated video game. What else can you do with a coin-operated video game? It's bought to be used in a public place as part of a business, not to be placed in your garage for your own amusement.

To this day, I can't understand how the court felt it could reasonably decide the case that way, but it did. The U.S. law should be used to protect legitimate intellectual property rights of the creator. The law should not be used to permit international price discrimination. The very circumstances that give rise to parallel imports are entirely within control of the copyright owners, the manufacturers. If they didn't create the economic conditions that make it useful to have parallel imports, there wouldn't be any such thing in existence. The only reason there are parallels is that, for some reason, the manufacturers sell the product for less outside this country than inside.

How would you compare AMOA with the other associations that you represent?

The AMOA is very well-organized and well-managed. The thing that always impresses me is how much talent AMOA has within its ranks. The leadership that I've worked with are business people of great integrity and sophistication, with regard to their businesses and some of the legal issues we've had to deal with. They exhibit unselfish dedication to the betterment of the coin machine industry. I'm being sincere.

I guess a good example of that is the Washington Conference.

AMOA has done a great job with that. They get a tremendous turnout for their congressional tournaments. AMOA has a presence and great credibility on Capitol Hill. They ought to be proud, because they've worked very hard to get it.

One last question: do you play any of the games?

Oh sure, I love going to the AMOA shows. I enjoy those sophisticated simulator games—on those times when I can get a seat! □

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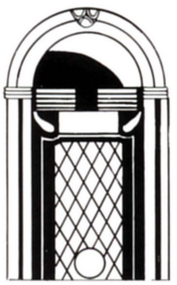

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Denise Osborne

Home video games: friend or foe?

No one would dispute the fact that home video games are on the rise. Each year brings a new batch of game cartridges for existing systems, as well as "new and improved" game systems. No longer is your game room just competing with the other arcades in the area. Now you are in competition with your customer's living rooms as well.

But is this really true? Are home video games an adversary or an ally? The best place to determine that sticky question is in arcades. So that's where we went. We spoke with several arcade managers and players to discover: 1) Is there a war between coin-op and home systems? and 2) Who's winning?

The following are some of the areas of comparison mentioned by game room customers and managers.

Convenience: This is the one area where the home video games are considered much superior to game rooms. Most of the arcade patrons who own a home system mentioned convenience as the main reason why they played at home. Junior-high student Matt Baumgartner says, "Home games are better because I don't have to wait in line, and I can spend more time playing the game."

Cost: Which is more expensive, buying a home system or dropping quarters into an arcade game? It all depends on your perspective. According to Steve Adams of Le Mans Family Fun Center in St. Louis, Mo., "Home systems are expensive and cartridges are expensive. I think it is easier for the player to spend $3 to $5 for tokens. Some cartridges cost as much as $90. That's a lot to spend for a game you will eventually get tired of." Adams also mentioned that if the game is a "dog" you are stuck with it. Most stores do not take games back.

Players have a different perspective. Pre-teen Jayvis Kyles says he spends more time with his home system because "it doesn't cost any money to play at home." Mark Zaweirvcha doesn't own a home system. But he says that if he did he would spend less time in the arcades because he could save money. Remember that in the case of younger players, systems and cartridges are usually purchased by parents as gifts, whereas quarters come out of their own pockets.

One adult player, Jeff Pirolli, claimed that, "You invest about the same amount of money in learning to play either one. It is a difference of spending $40 to $50 in one shot—buying a cartridge—or spending it quarter by quarter in the arcade.

But he admits that the system he owns was a Christmas gift and the only money he has invested in game cartridges is in renting games at a local video store. However, a few game room managers felt that cost was an area where they could claim victory over the home games. It's obvious that most game players perceive that they are spending less if they play at home.

Variety: A walk down the game cartridge aisle of any large toy store may convince you that home games offer as wide a variety of games as an arcade. But few game players own as many cartridges as the number of games available in an arcade. Both managers and players agree that arcades offer more variety. In fact, variety was the second-most-mentioned reason why players continue to patronize game rooms even after getting a home system. Says Pirolli, "I like going to the arcade to experience the variety of games."

Game room managers agree that they can offer a wider variety of games. Says Adams, "We have 70 games, giving players more variety than they have at home."

John Moskal of Fun Time Square in Chicago feels that he is at an advantage because he has other attractions such as batting cages and bumper cars. Video games are only a part of his business. "I imagine that a street location would lose more business to home games," he said. "Most game rooms offer more than just video games. There are pinballs, dart machines, alley bowlers, cranes, basketball games, foosball, and air hockey."

Graphics and realism: Both managers and players agree that arcade games have better graphics and are more realistic than home system games. Better graphics was the number one reason players liked arcade games better than

home games. Mark Zaweirvcha says, "Arcades seem to be staying ahead of home video games as far as graphics." Teenager David Rybka added, "Arcade games are more realistic."

But graphics aren't the only thing that makes the arcade game "more real." Players also mentioned the size of the screen and the game controls. "Arcade games have more depth. Each game console is geared to run a specific game. For example, a steering wheel for a driving game gives more of a feel for the game," says Pirolli. Simulation games can't be duplicated at home.

"When home games first came out, we had a slump," admits Mike Pacak, director of operations at Fun-N-Games in Youngstown, Ohio. "However, if anything, the home systems have strengthened and intensified interest. Home games are a tease—they aren't the real thing." Pacak feels that younger players may be more satisfied with the home systems; older players still consider arcade games the real thing.

Challenging: Akin to realism is the fact that most players consider the arcade games more challenging than home games. Bryan Martin says he spends more time playing at home, but that the arcade games are better because "they are more challenging." Other players echo his thoughts. Says Joseph Schueler, "If you play the same game at home it is never really the same as the arcade experience. They are different somehow."

Atmosphere: This is one area where arcades will always come out on top. Home video games of the future will probably have improved graphics, additional control attachments, lower cost, and more variety. But no matter how sophisticated these improvements, home games can never recreate the arcade atmosphere.

"There is nothing like the atmosphere of an arcade," says Pirolli. "You can watch someone play the game and at the same time learn to play it. Other players are always willing to help you with the games. People are friendly and you have something in common—a love of playing games. Some games let you play with three or four people, so you can play with friends or meet new people. It's a very interesting atmosphere."

"Home video games can't compete with arcades," maintains Dennis Georges of Dennis' Place for Games in Chicago. "It's boring to play at home. When players go out to an arcade, it isn't for the games—it's to be around people. People prefer going out to eat or dance rather than eating or dancing at home." Players and managers agree that home systems are the "appetizer" to the game room's "main course."

If you are among the game room operators who feel that home video systems don't and won't affect your business—make sure you aren't working with blinders on. Give home games credit for the areas where they excel: convenience and (from a player's perspective) lower cost. You might have to work a little harder to lure players into your location. This is especially true for younger players who have literally grown up with home systems.

Are home video games friend or foe? The answer is both. They do have, and will continue to have, an impact on the coin-op amusement industry. Whether that impact is positive or negative for your business depends on how you react to this new competition. □

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AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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magazine
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HOT SINGLES

TITLE Label & Number/Distributing Label	ARTIST
1. If Wishes Came True Atco 4-98953	Sweet Sensation
2. Blaze Of Glory Mercury 875 896-4	Jon Bon Jovi
3. Unskinny Bop Enigma 44584/Capitol	Poison
4. Release Me SBK 07327	Wilson Phillips
5. Do Me MCA 53848	Bell Biv Devoe
6. Come Back To Me A&M 1475	Janet Jackson
7. Have You Seen Her Capitol 44573	M.C. Hammer
8. Vision Of Love Columbia 38-73348	Mariah Carey
9. Jerk Out Paisley Park 4-19750/Reprise	The Time
10. Tonight Columbia 38-73461	New Kids On The Block
11. Epic Slash 4-19813/Reprise	Faith No More
12. Love And Affection DGC4-19689	Nelson
13. Thieves In The Temple Paisley Park 4-21598/Warner Bros.	Prince
14. Tic-Tac-Toe Atlantic 4-87910	Kyper
15. Love And Emotion LMR 2645/RCA	Stevie B
16. The Power Arista 2013	Snap
17. Close To You Charisma 4-98951	Maxi Priest
18. Make You Sweat Vintertainment 4-64961/Elektra	Keith Sweat
19. Cradle Of Love Chrysalis 23509	Billy Idol
20. Could This Be Love Vendetta 1509/A&M	Seduction

COMPACT DISCS

TITLE Label & Number/Distributing Label	ARTIST
1. Please Hammer, Don't Hurt 'Em Capitol C2-92857	M.C. Hammer
2. Wilson Phillips SBK 93745	Wilson Phillips
3. Flesh And Blood Enigma 91813/Capitol	Poison
4. Mariah Carey Columbia 45202	Mariah Carey
5. Compositions Elektra 60922	Anita Baker
6. Poison MCA 6387	Bell Biv Devoe
7. Blaze Of Glory Mercury 846734	Jon Bon Jovi
8. Step By Step Columbia 45129	New Kids On The Block
9. I'll Give All My Love To You Vintertainment 60861/Elektra	Keith Sweat
10. Pretty Woman EMI 93492	Soundtrack
11. I'm Breathless Sire 26209/Warner Bros.	Madonna
12. Soul Provider Columbia CK 45012	Michael Bolton
13. Violator Sire 26081/Reprise	Depeche Mode
14. Johnny Gill Motown 6283	Johnny Gill
15. In The Heart Of The Young Atlantic 82103	Winger
16. The Real Thing Slash 25878/Reprise	Faith No More
17. ...But Seriously Atlantic 82050-2	Phil Collins
18. Brigade Capitol 91820	Heart
19. Stick It To Ya Chrysalis 21702	Slaughter
20. Pump Geffen GHS2-24254	Aerosmith

Touring New Orleans

It's impossible to write about New Orleans without mentioning food. Our Creole and Cajun cuisines are as famous as our redneck politicians. While the city offers many pleasures for visitors, food and entertainment top the list. AMOA Expo attendees are in for a treat on both counts when they travel down south in October.

The sheer number of choices in these two categories are overwhelming. To help clear away the cobwebs of confusion over where to go and what to see, we decided to give an unabashedly "personal" vision of our home town in a photo essay that takes visitors from morning till night. No arm twisting was needed, although a lot of elbows crunched as we headed out the door together, touting our favorite places.

In advance of the Expo we extend a warm welcome and generous helpings of Southern hospitality to everyone planning to visit our historic city. We'll be happy to see y'all! □

City Park's Storyland, a special enclosed area, is a pint-sized park within the park. Here children can climb on a fire truck or rope ladder and see Mother Goose figures up close; puppet shows are regularly scheduled. Adjacent is an amusement park highlighted by one of the oldest carousels in the country.

The newest attraction, the Aquarium of the Americas, opened to 13,000 visitors the first day, 16,000 the second. Its 1.3 million gallons of water is home to both saltwater and freshwater species. Visit all five galleries: Caribbean Reef, Amazon Rainforest, Living in Water, Mississippi River, and Gulf of Mexico.

Chris and Valerie approach their Central Grocery muffalettas with caution—be careful of the olive salad juices! To live like a local, wash it down with Barq's root beer. This sandwich is a meal in itself or an appetizer for four. The proprietors will divide it up any way you wish.

A rare sight today, an operating streetcar line, runs from Canal Sreet and St. Charles Avenue to the upper and lower Garden District. Carol Lally, Play Meter publisher, is in the window; office staff in front, (l-r): Mary Henderson, Jane Nisbet, Renee Pierson, and Carol Lea LeBell.

Valerie and Bonnie can't resist the New Orleans T-shirts at the French Market (Valerie bought the red one). A memorable shirt pictured an oyster resting on a half-shell with the words "shuck me, suck me, eat me raw!" Another one featured an alligator on a leash, termed a "Louisiana yard dog."

Aunt Sally's Praline Shop is a must for those with a sweet tooth or relatives back home with the same affliction. Buy some to eat while you walk in the French Quarter or have boxes shipped home.

Enjoy cafe au lait and beignets at the Cafe du Monde by Jackson Square (Translation—chicory coffee with milk and square doughnuts liberally covered with powdered sugar. Yum!)

A roast beef po-boy sandwich in progress at Mother's Restaurant, a down-home eatery with plate lunches and specialty-of-the-house sandwiches such as a Ferdi or Ralph.

Meet this tree kangaroo face-to-face at the world-class Audubon Zoo. Among the exhibits: Louisiana Swamp, Primates, Reptile House, and the new Tropical Bird House.

Riverboat cruises abound, ranging from two hours long to lengthy five-hour swamp tours. Here the Creole Queen glides past the Chalmette Plantation.

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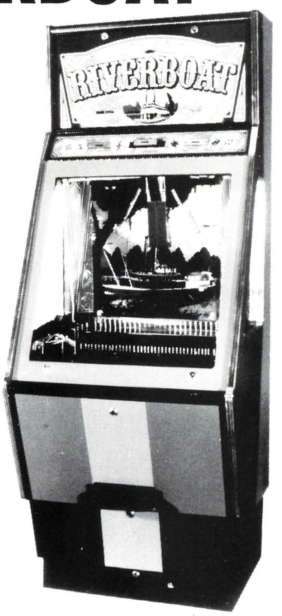

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The above-ground cemeteries (due to the city's location below sea level) provide history lessons and date back to the 17th century. Be sure to visit with a group.

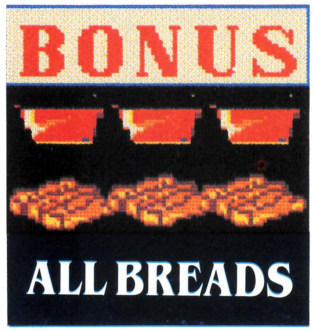
Street mimes pop up on many a corner in the French Quarter. This one on Decatur Sreet stands atop a newspaper stand for the local daily, *The Times-Picayune*.

Chris and Ron at the entrance to the New Orleans Museum of Art, located at the end of a tree-shaded avenue in City Park.

Take a leisurely stroll along the Moon Walk, across from Jackson Square, while watching riverboat traffic along the Mississippi.

It's early in the day but soon the place will be jumpin'. Zydeco and Cajun music, along with New Orleans R&B, fill the air at Tipitina's, made famous in the big screen flick, "The Big Easy."

HOTTER THAN WHAT YOU HAVE ON HAND.....



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Ron and Chris get their po-boy sandwiches at Mother's. Specials appear on a blackboard to the right.

We just couldn't finish those po-boys from Mother's—time to bag them, grab a paper, and go back to work.

Bonnie and Valerie cool off in City Park where stately oaks and lagoons filled with ducks are a peaceful respite to a busy day.

HOT 1990's

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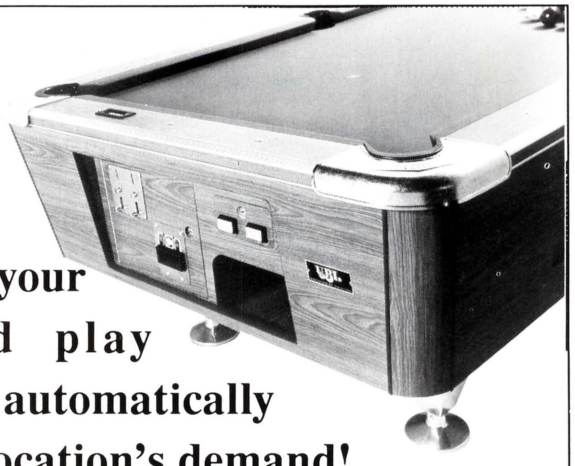

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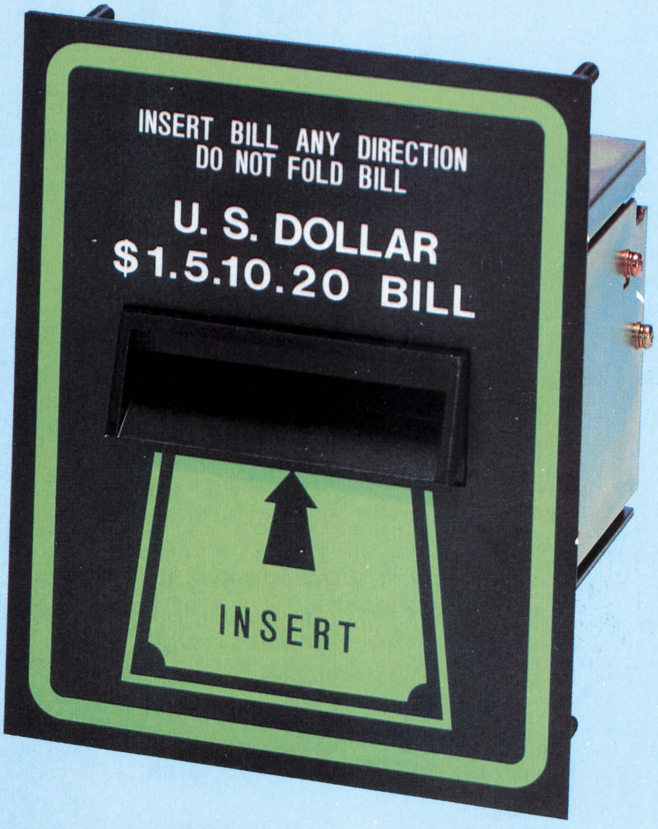

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Tim Wolfe

Excitement nears for Pinball Expo

It's almost time for the sixth annual Pinball Expo, scheduled for Nov. 9-10 at the Ramada O'Hare in Rosemont, Ill. Anyone who has ever attended this event can tell you it is truly entertaining—aisle after aisle of classic flipper games and memorabilia on display along with the newest technology.

The driving forces behind the show are co-chairmen Robert Berk and Mike Pacak. An interview was decided upon as the best way to give a complete picture of the event. Bob Berk was happy to discuss one of his favorite subjects.

Explain what Pinball Expo is all about.

Pinball Expo is an opportunity for those interested in operating pinball equipment to share their ideas and experiences. It also allows the layman the opportunity to meet people behind the scenes at the factory level and learn how the games are built.

An operator can share his thoughts about the games, explaining the pitfalls on his route. For others, it is an opportunity to break into the industry at either the factory or distributor level. And it can fulfill the American Dream, as in the case of Jon Norris, now a designer for Gottlieb. Even you, Tim, had no idea that as a result of attending the show last year you would be writing for Play Meter. Pinball Expo is a chance for introductions, idea exchanges, and product viewing.

Designer Harvey Heiss's dream game, *Baby in the Hole*, became a reality in '89. Unveiling the game, (l-r): Rob Berk of Pinball Expo and Joe Kaminkow and Gary Stern of Data East Pinball.

What else can happen at Pinball Expo?

People recognize that certain games are really good and that helps determine value and interest, especially with older games. Dick Beuschel has been quoted as saying this show is for those who really love the game and want to share that love with others. Last year Clyde Knupp, then AMOA president, attended with his wife Diane; both enjoyed the show.

And Sharon Harris was there. Did you hear about Sharon and her dad Stan being featured on MTV News?

Yes. She is now president of the new International Flipper Pinball Association (IFPA), an extension of the Amusement and Music Operators Association

(AMOA). Many industry members are in the association, including Roger Sharpe and Gene Urso, among others. Sharon's job is to promote the positive image of pinball. Last year she came to Pinball Expo as a spokesperson for Premier Technology. This year she will speak for IFPA. She is also working on a tournament in Milwaukee, slated for 1991.

"Pinball Expo is not a new show anymore; we're an established entity."

Who and what can we expect to see this time at Pinball Expo?

Jon Norris will talk about pinball wizardry skills for the benefit of all players, young and old, who would like to improve their skill shooting. Sharon will head a panel discussion titled "Pinball—Getting the Word Out!" Tommy Grant will discuss silkscreening playfields and backglasses. Tommy's dad was the founder of Ad Posters.

One of the problems I see now is in the new Duratrans process for reproducing backglasses. What do you think?

Operators will be interested in hearing about this process, as well as how to preserve the playfield with Mylar for longevity, and how to seal backglasses when they are new. Operators will be encouraged to speak their minds.

Tim Arnold will talk about how he turned pinball collecting into making money through operating pinball and video games. Arnold, known as "The Twinkie Kid," is a real success story. He is semi-retired now and owns literally hundred of Gottlieb games.

Steve Ritchie and other staff members from Williams are going to design a game with the help of show attendees. Both Steve and his brother Mark are talented designers. Last year, Joe Kaminkow of Data East Pinball designed a game. It would be interesting to come up with the idea for a viable future game from this show!

In addition, Pinball Expo will offer a seminar on schematic reading. A number of people will benefit from this session. We have scheduled a tour of the Data East Pinball facility this year and will of course sponsor the Flip-Out Tournament again.

We are hoping to add another seminar on art design with a panel discussion. If time permits, we may possibly have Steve Kordek of Midway Mfg. speak on the subject of game design through the ages, showing the progression from the '30s to the '90s. A number of new exhibitors have been added to the list this time around.

I've heard that attendance will be the largest yet. Can you explain the success of the show?

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The success stems from getting the word out about the game of pinball. People like ourselves and Dennis Dodel of Pinball Trader Newsletter help promote the game and the show. Big-hitters in the industry also help. We're going into our sixth year and are gaining more recognition. Pinball Expo is not a new show anymore; we're an established entity.

All of the pinball manufacturers go to the show each year. What benefit do they derive from the show, considering that players aren't equipment buyers?

That's a good question. It's one that has been raised by the manufacturers indirectly. I think they realize that the ultimate success of their games is determined by the players. The manufacturer representatives have a chance to interact at this show. There is no high pressure and there is ample opportunity to discuss important issues.

Last year the topic of 50-cent play brought heated discussion. Design suggestions are sure to be another big topic. Players have made suggestions on game features and seen them come to life the following year. Who knows what information will be directed to new equipment development?

Tim, you have mentioned that a good mechanical "Coney Island" type gun game needs to be built. I think one of the manufacturers is working on it; they listen to the players.

Manufacturers keep in close contact with distributors, operators, and players. There is no other show where they can gain as much input from players.

How can operators and distributors benefit from attending Pinball Expo?

Operators and distributors will learn things about the game they never knew before. They will gain more insight on upkeep, new equipment, and much more. New equipment is not for sale at the show, but is available through the local distributor. To my knowledge, manufacturers will not sell games directly to operators at the show. Used equipment, however, is always for sale.

Tell us more about the Flip-Out Tournament.

This tournament is getting bigger and bigger. Data East Pinball will provide the tournament games this year, along with the grand prize. The tournament is structured this way: there are open qualifying rounds for a day-and-a-half in two categories—manufacturers and players. The top eight qualifiers go to the semi-finals.

Competition in both categories is tough since a concentration of good players attend the show. Flip-Out is always exciting, isn't it?

Definitely. We've had players come from as far as England in previous years to show their skills. This year top players from Japan will participate. Flip-Out has become an extremely competitive international tournament, one of the big highlights of the show.

Some players have said that Flip-Out is an uneven competition and not the best judge of players. What are your comments?

We do the best we can with the limited amount of time allowed. Most people feel that the tournament is fair. One problem has arisen in the manufacturer's category. The game used in the finals match may have been used in a test location in the Chicago area. If this happens, one player may know the game better than others.

In the player's category the element of surprise usually remains intact. Most of the players have not seen the game used in the finals match. This year we plan to work harder to explain game rules so everyone has an even chance in the matches. We will be careful to prevent play malfunctions that could result in voided scores.

A few years ago there was another tournament on games from the '50s. Is there any chance of seeing that type of tournament this year?

That's doubtful. It is just too difficult to assemble that many old games working as well as the ones we obtained then from collector Steve Young. Game malfunctions are more likely in older equipment.

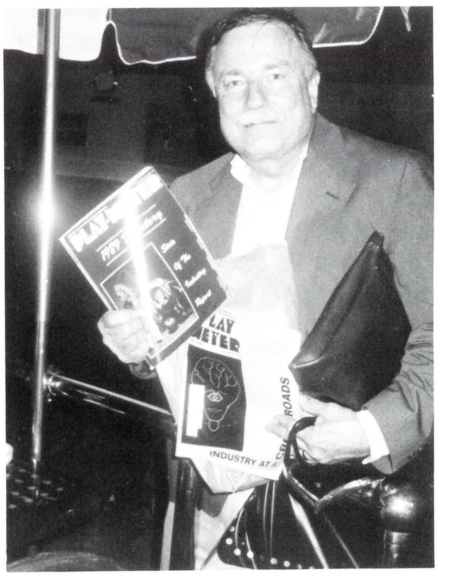
What do you enjoy most about Pinball Expo?

My greatest enjoyment is seeing it all come together and realizing a positive result. The camaraderie and social interaction is something that Mike Pacak and myself like about the show. Players are thrilled when they meet people like Jon Norris or Python Anghelo. □

Anyone needing registration information can call Berk or Pacak at the Pinball Expo Hotline (800) 323-FLIP. For exhibit information, call Pacak at Fun-N-Games (800) 321-2711. For accommodations, send a written request to Hotel Reservations and Sign-Up, Pinball Expo Headquarters, 2671 Youngstown Road, Warren, OH 44484.

"There is no other show where manufacturers can gain as much input from players."

Promotional posters are free of charge to all operators, distributors, and locations wishing to spread the good word about Pinball Expo.



Author Richard Bueschel at Pinball Expo '89. He and other pinball notables will attend this year.

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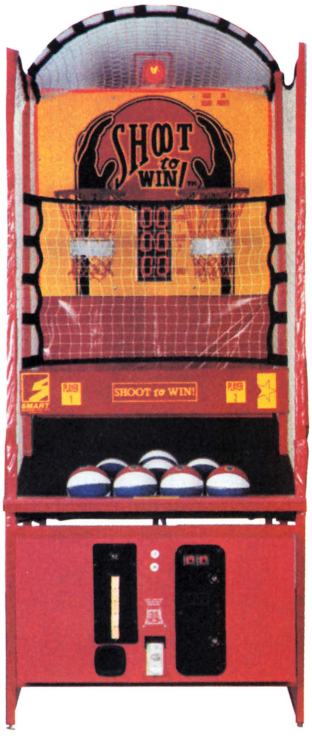

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If you want the feel of an amusement park, but desire the labor-efficient operation of a coin-op arcade, then Vari-Tech International can supply a blend of both. Vari-Tech not only provides a wide variety of redemption games and midway pieces, but also specializes in operations management. Vari-Tech can deliver a total amusement package.

One look at Vari-Tech's exhibit at any major trade show proves it has appealing product, from the *Hot Shots* basketball game and *Mr. Six Gun* to the new *Animal Festival* and *Truck Race*. It's hard to believe the company is only four years old. The story of Vari-Tech's development as a coin-op presence is an interesting one.

At a staff meeting, (l-r): Kelly Zwack, Anne Coleman, Ken Maday, Mark Kane, Chuck Lindsey, Reggie Moultrie, and Joel Beezhold.

In 1986, Vari-Tech started as a division of Burke E. Porter Machinery Co., a specialty design and engineering group with close links to the automobile industry. In the interest of diversifying the company, Burke E. Porter directed its engineering talents toward the amusement industry; hence the birth of Vari-Tech as a separate division. Initial product focus was game cash collection and control equipment along with a variety of custom games. These custom midway games were the basis for the initial game product line.

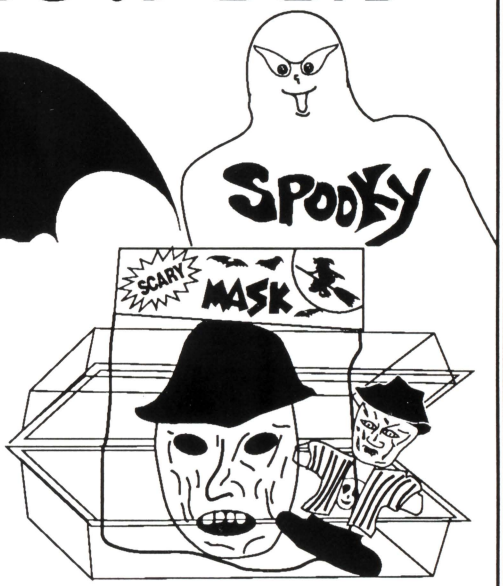
One of the first to come on board was Mark Kane, general manager since January 1990, a veteran of Six Flags Great Adventure in New Jersey. Over time, Reggie Moultrie headed the sales division and Anne Coleman joined as operations manager. The blend of the strong, operationally experienced management staff and the engineering talents from the parent company provided an excellent base for future growth. While working to establish its identity, Vari-Tech concentrated on introducing games and game operations to parks that were less established or unfamiliar with this business.

The break that really put Vari-Tech into full swing was the 1987 Disneyland State Fair project for Disneyland in Anaheim, Calif. During this three-and-a-half-month special event, Vari-Tech provided for Disneyland a full scale, 15 game midway lineup, an on-site management person, and the technical training necessary to provide an efficient and effective operation. In addition, Vari-Tech also provided the game rules and guidelines, purchasing and inventory control, operating procedures, and the daily monitoring function to ensure the success of the program. Based on the popularity and success of the event, Vari-Tech was invited back for a second season.

"We were the first company to provide Disney with this type of operation," said Kane. "It showed what we could do.

Halloween

PLUSH PRE-PACK



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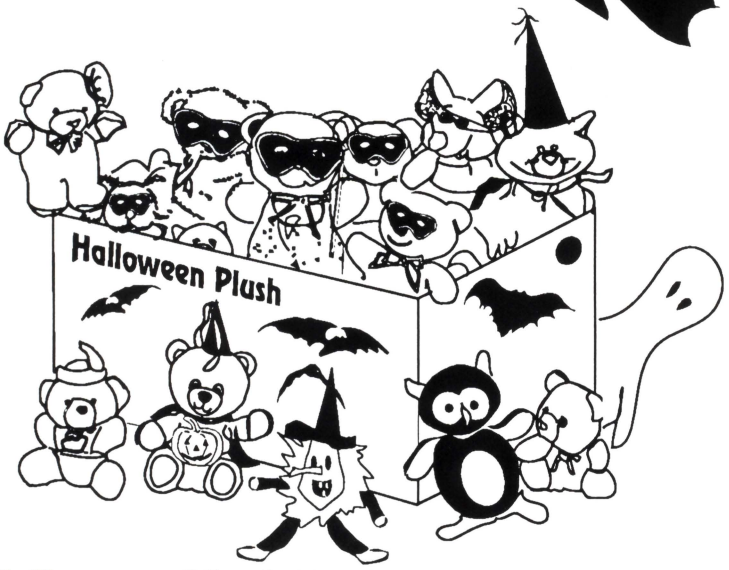

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Based on the success of the project and the interest generated in Vari-Tech, the decision was made to develop the division as a separate company and spread our wings into the amusement park and coin-op market.''

In addition to the Disneyland project, Vari-Tech has been involved in these successful entertainment undertakings: Boblo Island in Windsor, Ontario (Canada), Dollywood Amusement Park in Tennessee, American Adventure in Marietta, Ga., and Universal Studios in Los Angeles.

''In the game development phase we get all the key individuals involved in the conceptualization. The more ideas the better.''

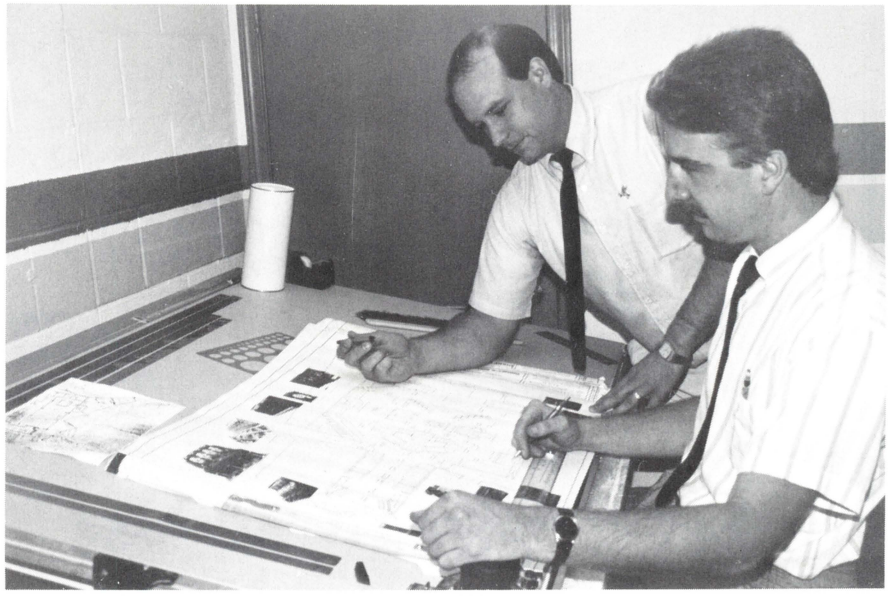
This summer, Vari-Tech helped plan and develop the Queen Mary/Spruce Goose, a 1939-themed Brighton Carnival at the site of the Queen Mary, which is docked in Long Beach, Calif.

Vari-Tech has worked diligently to develop a specific product line to meet the needs of the market. These games include the *Dip Bowler, Kentucky Derby Race, Golf-O-Mat* golf simulator, *Pop Gun, Mini Pro Golf II, Water Race, Tin Can Alley,* and more. The company also advanced its cash control and monitoring systems.

Vari-Tech International is now a separate company, still owned by Burke E. Porter Machinery, and occupies a 42,000 square foot facility in Grandville, Mich., a suburb of Grand Rapids, and has 32 full-time employees.

''We're driven by sales and market demand,'' stated Kane. ''We've tried hard to rapidly respond to market demands. The Disneyland project gave us a high profile, credibility, and a lot of recognition.''

Vari-Tech considers itself a one-stop shopping center for the amusement industry. ''We have worked aggressively to



Engineers Joel Beezhold (l) and Ross Timmerman at the drawing board.

Secretarial staff, (l-r): Kim Scripps, sales; Dawn Jones, operations; and Kelly Zwack, office manager.

Vari-Tech International headquarters.

apply our amusement park knowledge to providing products and services suited to the family entertainment center market,'' explained Kane. ''And that's where we have grown in the last 12 months.''

He sees a definite trend to smaller versions of amusement parks with scaled-down rides, food operations, and game activities. Most of the company's calls are from operators seeking assistance in planning a family entertainment center in the 5,000 to 10,000 square foot range.

Vari-Tech can help operators plan their entire family fun center, from defining a concept and layout to selecting equipment and handling the operational aspects—a total turnkey operation. The company will also provide services for any single aspect of the set-up process and then back away as soon as it is up and running. Vari-Tech has undertaken many different projects in varying levels of management support.

Besides its own product line, the company has solid business relationships with other manufacturers who supply a full spectrum of redemption games, among them Skee-Ball Inc., Coin Concepts, Meltec, and Bay-Tek.

Vari-Tech is committed to providing the best overall operation to the customers and is quick to recommend key equipment from other manufacturers if it is essential to the success of the operation.

Vari-Tech is committed to redemption. Said Kane, ''The advantage to redemption games is that they provide activity similar to amusement park games but take up less space and allow operators to be more labor-efficient. These games will increase the overall entertainment value for your guests, while appealing to a wider age group. Contrary to video games, redemption units have a longer life span. Video, however, is still a key element in redemption operations. It's just that the percentage mix is changing.''

''Redemption games increase the overall value for your guests.''

How does Vari-Tech approach new products? ''In terms of product development we are always looking for new ideas,'' responds Kane. ''Ideas and recommendations come from external sources as well as staff members. In the development phase we get all the key individuals involved in the conceptualization. The more ideas the better; then we narrow down as limitations occur. We operate under a team concept.''

Kane credits Vari-Tech's operational know-how with much of the company's success. Operations includes consulting, design, and operational support jobs. ''It's one thing to sell someone a product,'' noted Kane, ''but when you can tell them the best way to run those games and diminish the failure rate, that's another. The operations staff has been a big part of our growth.''

Speaking of growth, has Kane identified any new markets for redemption? ''We see growth in Mexico, Canada, and Japan. We're also active in Australia, China, Korea, and the European market. Some of the business in these areas is handled through distributors.

''Midway-style and redemption games are gaining momentum in Europe. From the contacts we've made, it's clear that Europeans are interested in anything Americans do. We've supplied equipment to England and other countries. We set up a seven-game midway for Windsor Safari

Reggie Moultrie (l), sales manager, and Tom Kane, sales representative.

Mark Kane, general manager.

Park outside of London and found that the per capita spending far exceeds the norm in the United States.''

Said Kane, ''We've tried to instill one main idea in the minds of Europeans—that the way to make money is to give something back in the form of a top-quality prizes. The Windsor project has been a model to prove this philosophy. The British are very receptive to our concept and philosophy because everyone likes to win. Most of our prizes there are from Ace Novelty Co., which has a manufacturing plant in Birmingham, England. Vari-Tech is involved in several other projects overseas, including Flambards Knights Cavern.''

''We're driven by sales and market demand.''

What's new on the horizon for Vari-Tech? New, lower-priced games will be coming out soon, such as *Animal Festival* and a series of reaction games.

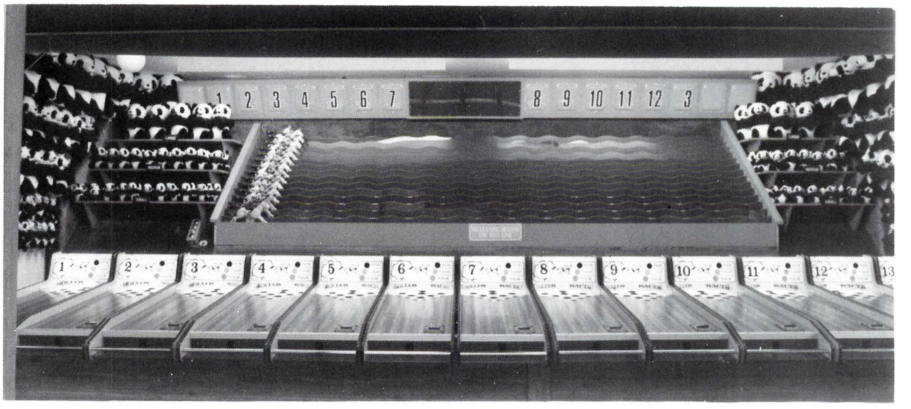
''Since space and price are big considerations today,'' explained Kane, ''we need to balance our product line to match those needs. There's a bigger market for the $3,000 game that grosses $200-$300 per week than the $10,000 game that grosses $350-$450 per week. When a game costs up to $7,000 and over, operators are hesitant and less willing to take the risk.''

Kane never considers the product line finished. He said, ''We're always looking to improve our products. Each one will continue to evolve as a result of the customers' demand.''

In addition to staff members already mentioned, a host of others merit recognition, among them: Joel Beezhold, engineering manager; Ken Maday, manufacturing manager; Chuck Lindsey, quality control and customer service manager; Bill Bing, production supervisor; and the sales team of Tom Kane and Larry Thatcher. Together with all the other employees they make sure that Vari-Tech continues to provide enjoyable games for everyone between the ages of four and 94! □

Larry Thatcher (l) joins Anne Coleman and Reggie Moultrie checking blueprints.

Michael Boss perfects digital sounds.



Vari-Tech's popular midway-style game, *Kentucky Derby Race.*

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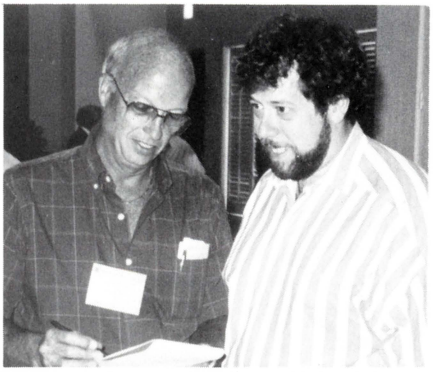
Rowe debuts jukebox line for the '90s

By the *LaserStar CD-51*, (l-r): Joel Kleiman of Pioneer Sales; Hoddy Franz of H.A. Franz; Ray Galante of Music-Vend; Lou Singer of Central Distributing; Ollie Okkenon of Rowe-Grand Rapids, and Sandy Murck of Rowe-Whippany.

Jerry Gordon (l) presents the President's Cup to Rowe-Dallas; accepted by Bud Kice for Bill Merrell.



Bob Courts of Rowe and Rich Babich of Colorado Game Exchange.

The international set, (l-r): Grant Davidson of Music Makers NZ Ltd., New Zealand; John Blamey of Armada Holdings, Australia; Felipe Iglesias of Secafim, Spain; Peter Juul of Scanomat, Denmark; Ron Kindeleit of ISS, Great Britain; Mike Weston and Peter Hazelrigg of MAM Leisure, Great Britain; and John Navara of Rowe-Great Britain.

Business and pleasure were successfully combined at the Rowe International annual distributor meeting held on Sept. 13-16 in the desert resort community of La Quinta, Calif., just outside of Palm Springs.

Ample time was allowed to enjoy the abundant sunshine and some of the best golf courses known to man, but the focus was on new product—namely, the introduction of the *LaserStar CD-51* and the *LaserStar Gold CD-100 A* jukeboxes.

Business sessions included an opening president's address by Arnold Greenhut, CEO, and candid discussions between distributors and a panel of company officers and engineers from both company headquarters and the factory.

Changes in the vending line were discussed, with a look to new products slated for 1991. Projected are: a superior food merchandiser, an improved glassfront vending unit, and an air-cooled refrigerated glassfront suitable for Europe. Future developments will include a next generation low-cost food machine, improved cold drink unit, and more.

Greenhut pledged Rowe's commitment to independent distribution and asked for the distributors' commitment "to support us and believe in us so that together we can have long-term prosperity." He noted that Rowe's investment in the future would in-

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clude a lot of dollars, resources, time, and energy.

Distributors from all over the United States and Canada were present, as well as overseas representation from Australia, Canada, Denmark, Great Britain, New Zealand, and Spain.

A special jukebox presentation by Joel Friedman, vice president of music (also known as the Music Man), promised "We're into something good," as the song of the same name played in the background.

He began by thanking the distributors and operators for making the Rowe line of jukeboxes a success. He vowed Rowe's commitment, uncompromising quality, concern for the operator, earnest efforts in R&D, and the continuation of one of the best distributor networks in the industry.

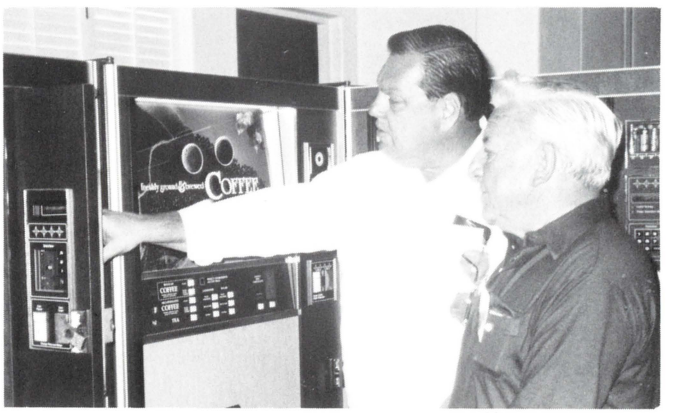
Said Friedman: "Some companies dream; we perform. We will continue to set and expect the highest performance. We will listen and respond to the marketplace in 1991, a pivotal year in our industry."

The *CD-51* is a jukebox featuring a bright, new design with the capability of holding 51 CDs. It offers an easy-to-change front panel to hold a custom sign for promotions, advertising, location name, or operator's name.

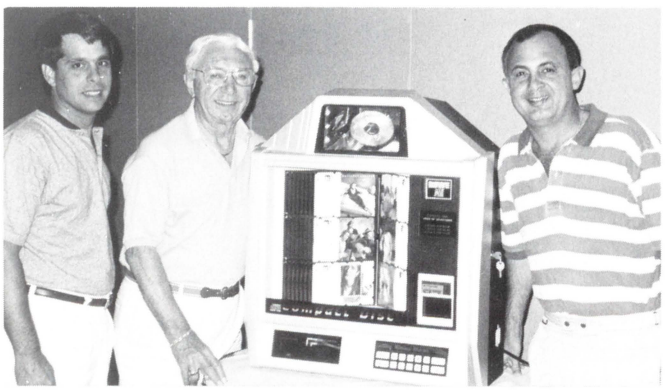
Said one distributor, "Many locations don't need 100 CDs and space is a consideration. Music is one area where operators don't skimp—any extra cost at the start is worth it when you consider the long life of a jukebox."

The deluxe model, *LaserStar Gold*

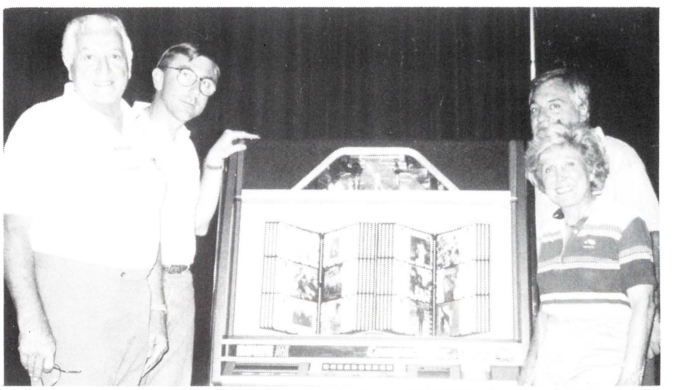
The Tarantelli clan from T.O.P. Distributing (l-r): Jeff, Tom, and Matt.



Rowe engineer Al Maldanis with Betson's Joe Camm by vending units.

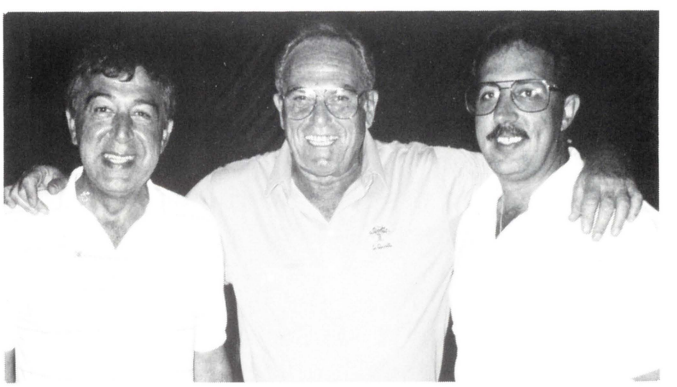


The Greater Southern team by the Wallstar, (l-r): David Capilouto, Morris Piha, and Rubin Piha.



Admirers of the *LaserStar CD-100 A*, (l-r): Bob Nims of AMA Distributors, Rick Koch of Music-Vend, Morris Zacher of Eastern Distributing, and Jerri Nims.

Toasting the new jukebox line, (l-r): Mel Sonier of Eastern Music, Glenn Charney of Lieberman Music, Joel Friedman of Rowe, and Frank Gumma Sr. of American Vending.



All three gentlemen share the same birthday (June 26), (l-r): Frank Gumma Sr., Arnold Greenhut, and Frank Gumma Jr.

Rowe's Ed Wiler and his wife Simone.

Distributors clown around at the Mexican Fiesta, (l-r): Mel Sonier, Rex Yannarell, Lou Larson, Jim Wittler, and Frank Nolan.

CD-100 A, features an enhanced sound system, new styling, unique title display, bill acceptor for $1 and $5, and choice of a 500 or 1,000 bill stacker.

At the event's closing banquet, numerous awards were given to distributors for outstanding sales records. The most coveted awards were the President's Cup for outstanding accomplishment, presented to Bill Merrell of Rowe-Dallas (accepted for Merrell by Bud Kice); and the Rowe Cup for consistent sales growth, presented to Steve Koenigsberg and Ed Kucharski of State Sales in Baltimore, Md. □

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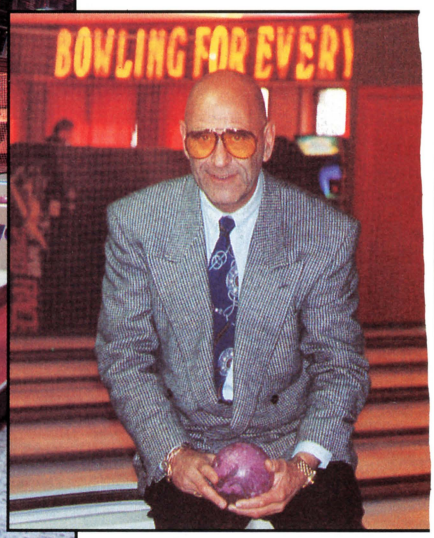

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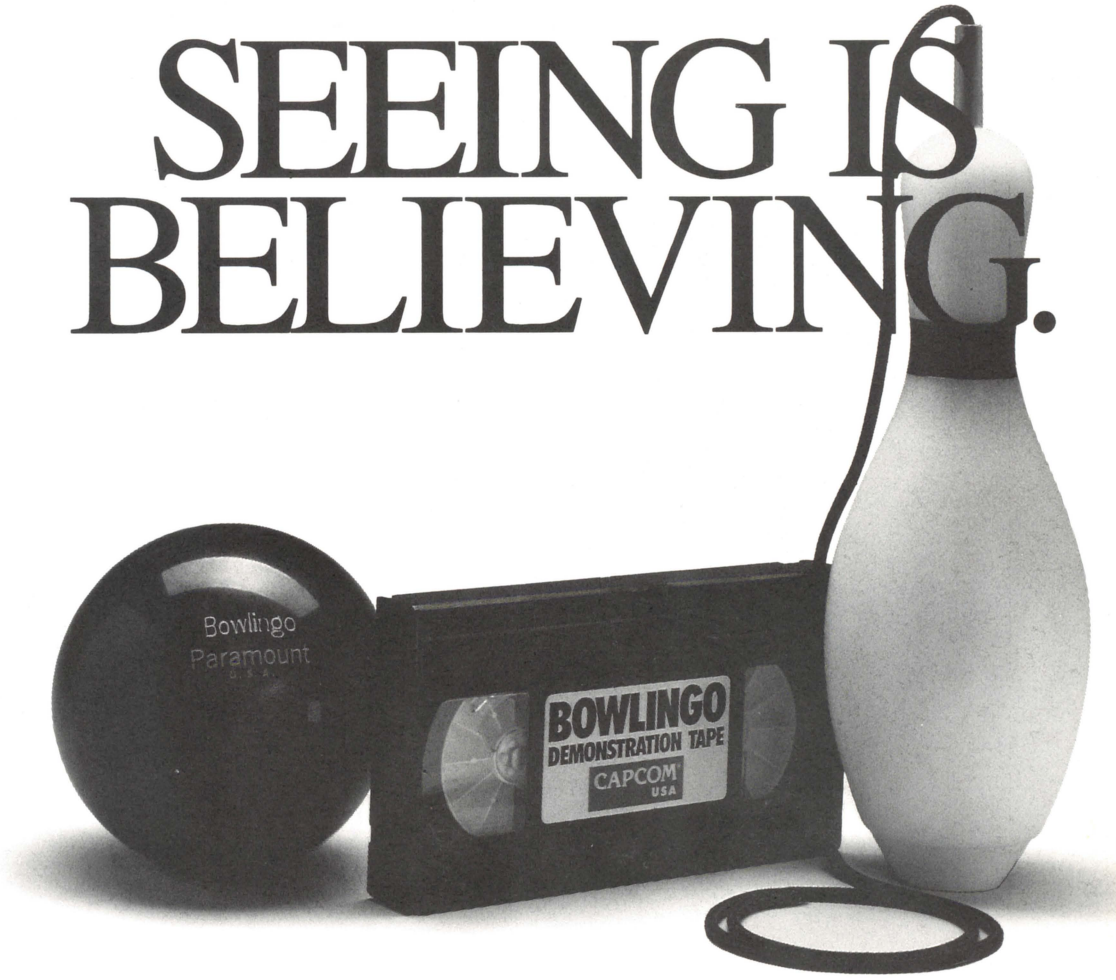

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Capcom debuts varied products

New video product was expected, but Capcom had more in store for distributors at its Aug. 12 business meeting and dinner at the Marriott Hotel in downtown San Francisco.

Capcom chose the occasion to introduce several diverse products: *Magic Sword*, a universal kit for horizontal monitors; *TMNT Pizza Drop*, a redemption game; and *Bowlingo*, a tenpin bowling game in coin-op format.

Magic Sword is a two-player interactive game that invites participation in a clash of medieval warriors. The next game to feature Capcom's exclusive super chip, it has 50 levels to conquer and *two* different endings.

Magic Sword includes buy-in and game continuation; players can pick up allies to assist them in battle.

A new twist for Capcom is the pachinko-style redemption game, *TMNT Pizza Drop*. Teenage Mutant Ninja Turtles, those pizza-loving heroes on a half-shell, are the draw for this ticket-dispensing unit with many operator-adjustable features, solid-state electronics, digital sound, and neon lighting.

Bowlingo is a modern version of former coin-op bowling games, a baby brother to regulation bowling. It offers quality and longevity, two important elements for today's operators.

Since many operators are diversifying, Capcom's new list of products just might cover all the coin-op bases. □

Standing by a line-up of new product, (l-r): Bill and Marilyn Cravens, Pat Walton, and Paul Wiederanders of Capcom.

Hank Grant, worldwide sales agent for ***Bowlingo***, watches Ryan Cravens' expression as he plays ***Magic Sword***.

John Margold

Redemption is no "quick fix"

Redemption continues to be the "hot" area of growth in the coin-op industry. Proven games like *Pop-A-Ball* and *Klondike* continue to sell and bring high collections; new companies are bringing new ideas to redemption (Bromley Inc. with *Rock-N-Bowl*, for instance); and some of the older, more established redemption companies are expanding their available equipment. For example, Bob's Space Racers has scaled down some multiplayer carnival games into two-player coin-op redemption games, the Skee-Ball Company is building Betson's *Skee-Toss*, and existing video and/or pinball companies are getting involved in redemption (Data East's *Wacky Gator* is a good example).

With equipment that is valued for its longevity, it is healthy to see this influx of fresh ideas. However, new ideas and a good variety of equipment are necessary in any amusement center. Just as various manufacturers are looking to satisfy the demand for redemption equipment, many game room operators are viewing redemption as a panacea for poor collections.

Yes, it is true that a well-planned redemption center may be a boon to an ailing arcade. But there is no "quick-fix." Nothing good comes easily, and a successful redemption center is no exception.

Bob Minick is an expert on planning a successful redemption room. His company, J.R. Minick & Associates, has designed some of the true "flagships" in the industry. Along with his success comes some strong opinions on redemption. He believes that if you are going to get involved in redemption, you must realize the need for a serious commitment. Although "dilettante" and "diligent" are in proximity in the dictionary, Bob believes that only the diligent will survive in our industry. It will take more than a superficial interest in redemption to make a success. It will take persevering, painstaking effort.

"With equipment that is valued for its longevity, it is healthy to see this influx of fresh ideas."

The following are Bob's thoughts, which he has been kind enough to share with us:

Games awarding prizes for successful play are hardly new. The concept has existed as long as there has been an amusement industry. In fact, according to most amusement historians, prize games probably offered one of the first commercial activities at early pleasure gardens or other entertainment venues.

In spite of hundreds of years of games being a main ingredient in the commercial entertainment mix, my company is contacted nearly every day by someone wanting to develop a prize game operation.

While occasionally the proposed games may be part of an entire amusement complex we are designing, often the request for our services is from a game room operator who is planning a new facility or wants to remodel existing space.

Surprisingly, many of the people now interested in prize games have no experience and often little knowledge of how a prize game operation is implemented—or operated. Even though some may be entering the amusement industry from totally unrelated backgrounds (having determined that this is a no-knowledge-get-rich-quick business), an increasing number already own and operate game rooms or similar amusement operations.

Although it might be interesting—and probably amusing—to share some stories of the inexperienced but successful "widget" manufacturer trying to enter the amusement industry, this magazine is directed toward the person with some knowledge and experience in this business. So my article should reflect the experience of dealing with these people. Unfortunately, some readers may not find this article pleasant or encouraging since they are expecting some easy "quick fix" to their problem.

Usually my office is contacted because we have been recommended by someone

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else in the industry or the caller has visited a family entertainment center we designed. This could be one of the large indoor facilities like Time-Out in Cincinnati and Denver or the Whimsy operations in Hong Kong, which offer amusement rides, miniature golf, and food service as well as a wide variety of game elements. Or it could be one of the smaller facilities such as Larzland in Orlando or U.A. Plaza in Dallas that mainly offer both prize and amusement games.

Having seen these operations, the caller wants to duplicate all or some of these facilities in his own location. Unfortunately, he often thinks this is possible without sufficient space, without spending any money, without learning anything about the prize merchandise business, or without having the commitment to work hard enough to make the operation successful.

It is somewhat difficult to believe that experienced and often *very* successful operators can take such a blind approach to a business direction that offers the level of opportunity provided by the prize game. Too few operators—even experienced ones—seem to understand that prize game operations normally take the following requirements:

1. Greater space per play position.
2. More capital intense for purchasing equipment.
3. Improved environment for family participation.
4. Dominant prize merchandise requirements.
5. Greater level of management effort for cash and inventory control.

"Nothing good comes easily, and a successful redemption center is no exception."

Without this understanding most experienced operators trying to enter the prize game business would be better off to remain with existing equipment mixes and operating philosophies. There is little point in attempting to enter the prize game business by ordering one- or two-player position prize oriented games. Even if the games show promise, the lack of variety and prizes will result in a quick peak and rapid decline in the public's interest.

Most operators are not prepared for this type of financial planning, design, and implementation of facilities, equipment, and the commitment of management resources toward operations. However, certain people will enter this side of the business, realizing the commitment of resources and the dedication of management needed for success. They will become the visionaries of tomorrow's industry. Hopefully, you will be one of those few. □

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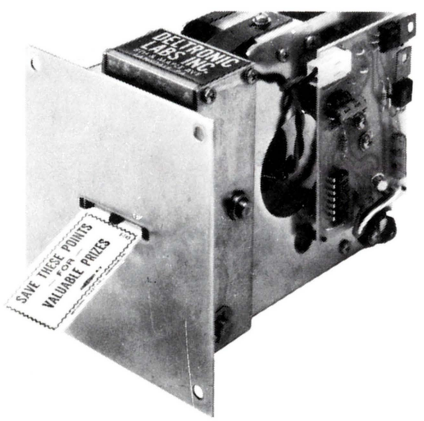

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Howard Smoyer

The essentials of league operations

What spells the difference between a good league operation and a *great* league operation? It's the attention to the small details that proves to both players and locations that your leagues are well organized, fine-tuned, and exciting. Leagues grow when players tell their friends to join and when location owners hear of your success and want to be part of the next season's action.

The most important factor in operating your dart leagues is timely communication of information. Current league standings *must* be posted in each league location prior to the following week's league match. Why? Because when players and teams know where they stand it provides incentive for practice. (Promotions = practice = profits!)

Information in

Set up a system that will allow for league match scores to be entered as soon as possible. A direct phone line to the league office means the home team captain can phone in results immediately following the match. This phone can be answered by the league director (recommended to handle any questions arising from play), or by an answering machine.

The home team captain gives the date, time, location of the match, home team and captain's name, the visiting (opponents) team and captain's name, and the number of wins for each home and visiting team.

Tools such as Merit's League Operator's Handbook lend assistance in planning dart leagues.

This information will then be verified upon collection of the score sheets. This provides an alternative to having the league envelopes (with score sheet and players' dues) dropped off or picked up immediately following each league match.

The league envelopes can be deposited in the machine (if equipped with a league envelope Side Slot) or given to the bar owner. Envelopes can then be picked up during your regular machine collections.

Information out

Nothing beats a computer and a dart league program for in-putting data and then quickly retrieving the information you need. The match scores called in are entered. The computer league program runs current standings that can be mailed out immediately to each league location.

A computer program not only tracks player/team standings and stats, but will schedule league play and track all sponsoring locations, fees paid, player dues, team/league rosters, and more. This tool provides you with accurate accounting of all league finances and up-to-date player/team information to insure a smooth-running operation.

The duties of league director, secretary, and treasurer can be completed more efficiently, accurately, and timely with a computer system. The information can be handled manually (it has been for years), but dart league operators will be the first to explain what a valuable aid their computer and league program has been to their overall operation.

League recruiting should now be complete with sponsoring locations established (and sponsor fees paid) and teams signed up with captains for each one. Now prepare the league schedule. Note: If a location was not present for the contest/player meeting, contact them and include their teams in your schedule. Your computer program will handle the scheduling chore quickly, or a rotating home/away schedule can be done

manually.

Prepare a team captain's packet that includes a copy of the schedule, league rules, score sheets for each home match, collection envelopes, league officer list, and team captain's roster. Add to the packet an information sheet on reporting match results, handling the collection envelopes, and procedures for scheduled matches, forfeits, and substitutions. These packets can be mailed or handed out at a team captain's meeting (recommended).

Holding a team captain's meeting one week before the start of league play will allow the league director to review all procedures and rules, answer any questions, and insure a well-run league from start to finish. All team captains must attend.

Now it's league night and play is underway. Be sure to *stay involved* in supervising your league. Check to see that: 1) the player's dues and league funds are in order, 2) score sheets and collection envelopes are being collected and processed on an accurate and timely basis, 3) league standings are posted and locations continue to recruit new players, and 4) problems are being dealt with fairly and quickly.

League start-up review

Week 1: Recruit sponsoring locations. Place posters for league formation, free dart drawing, and a contest/player meeting in locations along with player registration forms and canisters.

Weeks 2 and 3: Set league management in place.

Week 4: Pick up player registration forms and send invitation letters to players.

Week 5: Hold the contest/player meeting and announce the team captain's meeting. Prepare the schedule and team captain's packets.

Week 6: Hold the team captain's meeting.

Week 7: The league begins!

All league materials—posters, rules, score sheets, collection envelopes, team captain's information booklets, fill-in-the-blank schedules, roster sheets, and The Dart Manager computer program—are available from Merit Industries to provide assistance with starting your first league.

The AMOA National Dart Association (AMOA-NDA) also has sample materials available as a further benefit to its membership. You don't have to "reinvent the wheel" when it comes to materials you need for instituting a successful league operation. But it is your attention to the details that makes a good league a *great* one.

Until next month, good luck and good darts! □

This is the third installment in a series of four articles outlining proper procedures to help insure a successful dart league operation. The final article will appear next month, titled "The Grand Finale—Tournaments and Awards Banquets."

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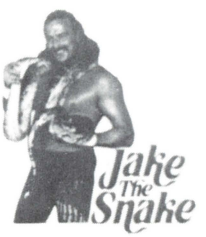

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Steven Scarborough

When burglary hits your business

Most managers would prefer not to think about it, but thousands of businesses are burglarized every day. It happens about once every 49 minutes in the United States, accounting for more than $4 billion worth of property losses each year.

What can you do if your business is broken into and vandalized? Quite a bit, in fact. You can help the police and your business by taking an active part in the investigation. Many police departments, especially in metropolitan areas, are overworked and have little time for crimes like break-ins and vandalism. They will respond to the scene and try to find the culprits as well as your property, but they don't always have the manpower or resources to follow-up on every crime—no matter how important it seems to you.

Here are some suggestions from veteran police investigators from around the country on how you can help.

First and foremost, never make an attempt to confront a thief, either during or after the crime. If you are working late or arrive early to discover your business has been broken into, do not enter—the burglar may still be hard at work. Leave your store or office immediately and go to a nearby phone to call the police.

"Few burglars actually carry weapons," said Joseph Dahlia, a retired Burbank, Calif., policeman and present security chief. "But you don't want to corner the one that does. Commercial burglars are more often armed than residential ones."

Secure the crime scene. Yes, it is no longer just your business but now a crime scene with potential evidence. Make sure every area that has been disturbed is preserved and remains untouched by your employees.

Don't tidy up. It is natural to want to prepare for the business day and have the cleaning crew tidy up, but don't. "It may be embarrassing to leave products or papers strewn about the business, but touching them could destroy evidence," said Henry Truszkowski, a Las Vegas Metro Police identification specialist.

Don't clean up the broken glass. Instead, keep customers and employees away from dangerous shards. Glass from a window or door that was broken to gain entry is a good surface for fingerprints.

Don't waste time. Notify the police as soon as the break-in is discovered. "The best time to catch criminals is within 48 hours of the crime," Dahlia said.

While waiting for the police to arrive, grab a pencil and paper and start jotting down missing items, especially those that may be taken to a pawn shop. Use a long screwdriver or a thin object to avoid obliterating fingerprints when cautiously opening drawers, touching cardboard boxes, or moving products.

Don't use a handkerchief to touch things. You won't leave fingerprints, but you may damage fresh prints on a surface.

Give a copy of the list to the responding police officer and ask for a supplemental report form, which you can use to add items that might be discovered later.

Give the police the serial numbers of missing items, when possible. The FBI keeps a record of stolen items on its National Crime Information Network (NCIN), which is accessible to all law enforcement agencies. The police can add your items to the database, such as machinery or office equipment, to see if they turn up later among recovered items.

"However, entries can only be made with a serial number," said FBI agent Arthur Vallejo. "The faster the NCIN record is made, the better your chance of retrieving stolen goods."

Insist on a fingerprint technician. The responding officer is there to get the facts; he's not a fingerprint or forensic expert. He may even decide that you have no items to process for fingerprints.

But it's the property of you and your company. You can request an expert to make the decision if fingerprints can be recovered from your business. Of course, a graphite-like black powder is used and may dirty some items, but what's some dirt if you catch the criminal?

Examine the path of the burglar. Go around the store or office, noticing exactly what was touched by the burglar and where he may have gained entry. This will help to show the fingerprint specialist exactly where to process the fingerprints.

"A crime victim really helps when he knows exactly where the burglar has gone within the business," Truszkowski said.

After your initial examination, be prepared to show the technician exactly what was touched and where the burglar has gone within the business. Occasionally a burglar is caught by leaving his fingerprints on the toilet in the restroom or on the office coffee maker.

Talk to your neighbors. Burglars often hit one to five businesses at a time. Your intruder probably tried to enter other businesses in your area. Someone may have seen an unfamiliar car or van and recall the license plate number, or a bystander may be able to provide a description of a suspicious-looking character.

You can't automatically count on people to come forward and get involved. If you learn anything that can be of help, take that information to the police and let them decide if it's worth pursuing.

Keep in contact with the detective assigned to your case. If he knows you are actively interested in his progress, he'll probably be interested in it as well.

Although no civilian should play detective, you can keep an eye open for your property at local swap meets and pawn shops. Burglars don't want your property—they are after money and will quickly sell the items for cash. Persons who pawn items must sign an information card. If you do learn the name of a suspect involved in your burglary, immediately contact the detective and have him check what you have found.

As difficult as it may seem, if your business is ever burglarized, try the positive approach. By taking an active role, you may recover some peace of mind, if not your business's stolen property. The best attitude to take is, "Let's do what we can to catch this criminal."

The following is a 10-point list of preventive measures that should be taken to lessen the chances of a burglary taking place:

1. Always lock all exterior doors at closing time.
2. Protect windows by well-anchored bars or grilles.
3. Securely lock skylights, sidewalk openings, cellar entrances, and transoms when not in use.
4. Make sure the interior of your place of business is adequately lighted during the night, after closing.
5. Make sure your safe isn't visible from the street through your front window.
6. Install pin-tumbler locks with deadlocking features on all exterior doors.
7. Install a good burglar alarm system, and have it inspected regularly.
8. Never leave your cash register open and unlocked after closing time.
9. If you use a night watchman, have him carefully investigated.
10. Keep an up-to-date list of serial numbers for your valuable merchandise. □

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Joseph Arkin

Protect your records against disaster

Carelessness and lack of foresight by owners and managers is all too common in the handling of business records. Could your firm survive if all of your financial, legal, and operating records were lost forever?

Your answer has to be a resounding **no!** Yet important and irreplaceable documents are destroyed each day through fire, storm, flood, tornado, and other disasters. This is because most regular records are vulnerable to loss or destruction.

Managers of disaster-struck firms usually seek to reconstruct once thriving businesses by asking banks, the Red Cross, the Small Business Administration, or other governmental lending agencies for financial help. This sought-after aid is often lost because figures are not available to substantiate the loss, nor can any figures be submitted to accurately determine what help was needed and could be prudently furnished.

There are several important aspects to consider with respect to the loss of operating records. The loss claim filed as a result of physical damages to your business premises must be prepared. Insurance investigators and claim agents are sticklers for detail and accuracy. If all current records are destroyed there is extreme difficulty in ascertaining the true extent of the loss, and more often than not, compromise settlements cause great financial loss to the assured.

Next is consideration to various taxing authorities. Business firms are required by law to retain (for specified periods of time) copies of Social Security, state unemployment, sales and excise tax records, substantiation of business expenses, depreciation schedules, and related income and expense records. In addition, employees may require your testimony, or other proof of earnings or absence from work.

Federal and state examiners will want to exercise their right to check your payroll records to see if you have complied with minimum wage requirements and payment for overtime pay. Revenue agents have the right to strike out your claim for depreciation unless you can show records substantiating original purchases, which might have been five, 10, or more years in the accumulation.

If your tax returns are questioned and a Treasury agent finds, upon inspection, that you haven't appropriate records to justify what you claim, you are told both orally and by letter to keep permanent books of account and the following original records: invoices, bills, vouchers, tapes (i.e., cash register), and receipts. These items should be added to your list of records that should be protected against disaster.

In fact, if a follow-up investigation shows that a businessman has consistently failed to maintain proper records, the Internal Revenue Service may haul him into court on the charge of willful negligence. The penalty for this misdemeanor is a fine of $10,000 or one year's imprisonment, or both, plus the court costs.

If you want to take the full deduction for expenses incurred on behalf of your firm, such as entertainment and travel, they should be fully documented to show that they are both accurate and allowable. These records, therefore, have lasting value.

Business records are also important for the restoration of any business. Copies of contracts, bids, proposals, correspondence, etc., are all essential to stabilize future dealings with customers and suppliers. Of prime concern too are records concerning your receivables and payables. The Mosler Safe Co., in its advertisements for fire-retardant safes and storage cabinets, claims that the majority of firms that lose business records never re-open their doors.

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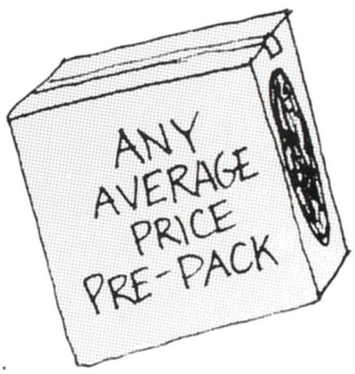


Taking protective steps

How can small business firms with moderate financial resources protect themselves against the loss of all or a substantial part of their records? The starting place is to take stock of the situation.

Valuable papers that are used infrequently can be placed in a safety deposit vault. They will be adequately protected from fire, wind, and flood damage. Such vaults are available for rent in most cities; the cost is low when compared to the potential loss. These items can be kept on the premises if you provide suitable storage facilities, those that offer the utmost protection against fire and water damage.

Current records of accounts payable and receivable should be reproduced regularly and preserved in a safe place. Similar precautions should be taken for sets of tracings, drawings, blueprints, important specifications, documents, patents, models, and prototype mechanisms. Special care should be taken of items for which it is not feasible to make and store a duplicate. Insurance policies and related data also deserve special care.

The settling of claims can be greatly accelerated when adequate information is available. If a dispute arises between the businessman and the insurance company, proof of loss through accurate documentary evidence may save thousands of dollars for the insured. Remember, however, that such safety measures are worth little if the material you safeguard is out of date. Unless all documents are maintained on a reasonably current basis or have long-term value, you are missing the point of the whole procedure.

After assembling the material (old and current) that you desire to be protected, contact a warehouse, bank, or other safekeeping institution and describe your space needs. They will quote prices for the bulk storage of records. When you have satisfied yourself that what has to be protected has been adequately provided for, set up a system to keep them current. You must have a plan to keep copying certain records and sending them away for safe storage.

What about microfilm? The great advantage is the saving of space. This can be very important if the protected storage space you plan to use is relatively expensive. Obviously, when reduced to microfilm, a great many documents can be fitted into the size of an ordinary desk drawer.

If, however, you can get well-protected storage space at relatively low cost, be careful to compare the cost of storing duplicate, full-sized documents with the cost of microfilming. The National Records Management Council claims that you can store full-sized records for several years at less expense than the initial cost of microfilming.

"Revenue agents have the right to strike out your claim for depreciation unless you can show records substantiating original purchases."

Don't overlook the role of your accountant in helping to prove claims for loss and to help you in the reconstruction of any records that are destroyed by a catastrophe. In this respect you will do yourself a valuable service if you have an accountant on a regular, monthly basis.

Insist upon record-keeping that involves a general ledger and supporting journals. Accept nothing less. In this fashion the monthly trial balance taken at each visit serves as a cut-off point to reconstruct what has happened during the period of the records' destruction.

An insurance policy

You can also purchase a type of policy which has been tailored for just such situations. Your insurance agent can check with casualty insurance companies to locate low-cost coverage for a policy called "valuable paper insurance." Its cost is at a rate slightly in excess of your regular fire insurance rate, but you need only insure the valuable papers for that amount which you believe would compensate you adequately for their loss.

Valuable papers (exclusive of cash or securities) can be insured against "all risks" on: a blanket basis with the amount of insurance purchased available to meet the expenses of reconstructing the missing, damaged, or destroyed records; a scheduled basis with specific dollar amounts assigned to the items insured (this will be the amount paid in case of loss); and/or a combination of these two methods.

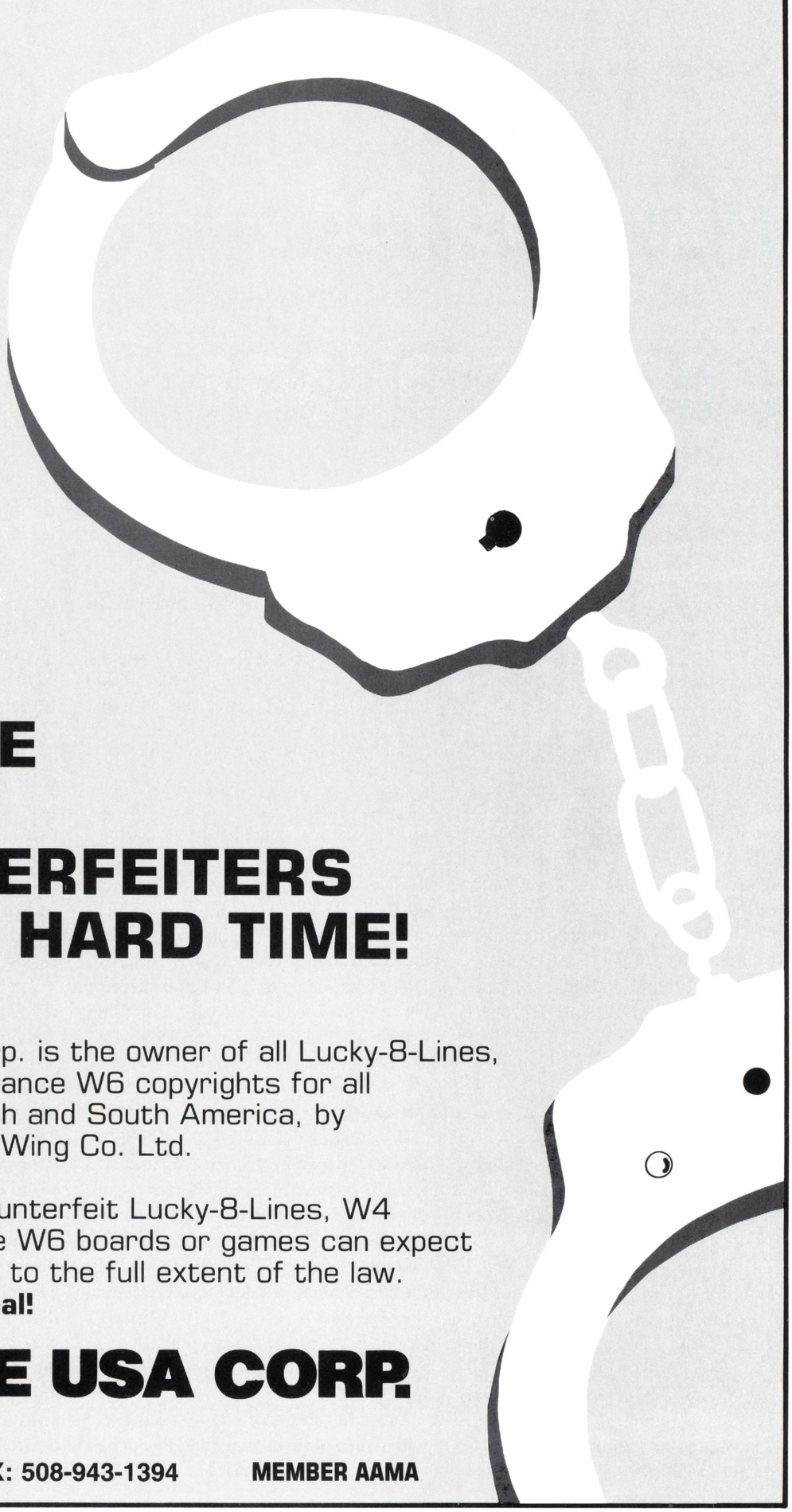
The insurance company will pay you for the costs (investigation, redevelopment, research, labor, etc.) of reproducing records which have been destroyed, damaged, or lost. Where reproduction is not possible, payment will be made for the agreed value as specifically listed in the schedule.

It should also be noted that, while an insurance company could replace scheduled items at its option, this is rarely done. The insurance company could exercise its privilege if a scheduled amount of insurance turned out to be excessive, or if the item(s) could somehow be reproduced. The questions and ramifications of this area of coverage should be discussed with the insurance company's representative in advance.

Conclusion

The threat and risks of disaster exist, whether you forget them or not. You seldom, if ever, get all your affairs in perfect shape. Furthermore, your business needs to have its important records protected more when the risks are not evident, when affairs are not in "apple pie" order, than when they are. Procrastination increases the risks of loss, waste, and competitive disadvantages.

"Putting off the start of a constructive program is a major reason for being caught short when misfortune occurs," said Edward J. Stewart of the Small Business Administration. "Intelligent plans and positive action are essential if you are to give your business a reasonable chance of survival and recovery. Just as you would insure a home and personal property against loss, so also should you protect your business against disaster by safeguarding and insuring its vital records. The time to begin is now." □



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MEMBER AAMA

Irving Blackman

Warning for C corporations

Are you an S corporation? If so, relax; nothing in this article can hurt you. But if you are a C corporation (a regular tax-paying corporation), look out! You may get hit with a new tax tornado. Here's the story.

The Ways and Means Committee and the Joint Committee on Taxation are considering "tax simplification" proposals (their words, not mine). One of the proposals involves electing S corporation status. What would happen if your C corporation was converted to an S corporation? The conversion would be treated just like a liquidation of the C corporation.

First, the corporation would get socked with a tax just as if it had sold all property at its fair market value. You, the stockholder, would be hit with a second tax, based on the value of the corporation in excess of your tax basis (usually what you paid for the stock). The practical effect of this proposed law would prevent almost any C corporation that has substantially increased in value from ever electing S corporation status.

Let's look at a simple example. Your C corporation (X Co.) owns real estate that has a book value of $200,000, but it's worth $530,000. You elect S corporation status. The built-in gain of $330,000 ($530,000 less $200,000) is immediately subject to tax (about $130,000 which X Co. must pay, including state taxes). So you get $400,000 ($530,000 less $130,000) of value in the "pretend" liquidation of X Co.

You will have a personal tax bill of about $120,000 in addition to X Co.'s $130,000 tax bill. Ouch! The practical answer is that you would never elect S corporation status under circumstances like those just described. And that's only a simple example that doesn't attempt to cover all the other possible tax hits likely to occur.

So what should you do? Talk to your tax adviser and have him pencil out how this new law will affect you—in dollars—down the road. If in doubt, file the S election with the IRS as soon as you can fill out the form. Don't wait; delay may lock you out once the new law is passed. You have nothing to lose. The S corporation can be revoked at any time.

The estimated tax game

Washington throws few shows as complex as the income tax extravaganza. On top of the usual smoke and mirrors, Congress created estimated tax payments. Before you even know your tax liability, you must "guestimate" liability and pay the corresponding amount. According to these strange rules, your estimated payments, plus the taxes withheld from your salary, must equal 90 percent of the total tax due.

Don't fall short, or you will be socked with a nine percent nondeductible penalty on the underpayment (the rate floats up or down depending on market interest rates). The penalty is imposed on a quarterly basis, so if your first estimated payment isn't enough, you can't make up for it by paying more the next time.

Do you need an accurate crystal ball to avoid the penalty? Not really. There are still a few tricks that protect you from the penalty, even if you miss the 90 percent mark. The easiest way is to make sure that your combined withholding and estimated tax payments equal or exceed the tax shown on last year's return. Then, no matter how high your taxes are this year, you escape the penalty.

There's also a way to avoid the penalty if you receive most of your income late in the year. You can estimate payments by "annualizing" your income. Here's how it works. First, figure your income for the year up to the end of the first three months. Then base your estimated tax payment on the annualized amount.

Let me give an example. Say your income for the first three months (January through March) is $20,000. This gives you annualized income of $80,000. Therefore, you pay an estimated tax for this time period that would be due from a person with an $80,000 income. Repeat the process after five months (May) and eight months (August). Recompute your annualized income and adjust your quarterly estimated tax payment accordingly.

What if you find out near the end of the year that your estimated tax payments to date have been too low? You can't avoid the penalty by making a larger estimated tax payment for the last quarter, but there's one rabbit left in the hat. File a new Form W-4, directing your employer to withhold from your regular paycheck or year-end bonus the amount needed to avoid the penalty.

This is a trick that every business owner who is also a corporate employee should remember every year. Why does this work? Because withholding taxes are presumed to be paid equally throughout the year. For example, $4,000 of extra withholding in December is counted as having been paid $1,000 in each quarter. Poof! It looks like magic, but the maneuver is perfectly legal.

Valuation strategy

Just how important are you to your business? Hold your answer for a moment. If you don't sell your business to an outsider, sooner or later the business will probably be transferred to your family. It may be by sale, by gift, or by your executor after you die.

When the business is transferred, why or how will make no difference. The business must be valued, first by you. The IRS will then probably want to take a look.

Now listen to this: the more valuable you are to the business, the less it is worth when the business is valued for tax purposes. I can give you a couple of Tax Court cases to back this up. Now answer the question. OK, I'm impressed! But someday your job or your executor's job may be to convince a court that without you, the business has little or no value. The following are two recent cases that I know will be used by readers like you and professionals like me to save some big tax dollars down the road.

Case #1: The company lost the valuable services of Rodriguez when he died. The court noted that the company lost one of its largest accounts after his death, due to an inability to maintain quality. The fact that the company maintained a $250,000 life insurance policy on his life was ignored by the court.

In the end, the court allowed a substantial reduction in the technical computation (the so-called "capitalization rate"), which lowered the value of the company (Estate of Rodriguez, TC Memo 1989-13).

"The more valuable you are to the business, the less it is worth when the business is valued for tax purposes."

Case #2: The court allowed a discount of 25 percent (amounting to over $2.7 million) when valuing a closely held business because of the value of the decedent (Feldmar) to the business. The discount was allowed, even though Feldmar received a salary that was $100,000 higher than the norm in the industry.

Wait, there's more. The court turned thumbs down on the IRS's argument that a $2 million life insurance policy on Feldmar, payable to the company, compensated the company for the loss of his services. The court held that because Feldmar was the driving force in the company's success, a key employee discount could be taken (Estate of Feldmar, TC Memo 1988-429).

At last the courts are paying attention to more than the numbers and are looking behind the scenes to determine what makes a business tick. If a critical part of that business is missing (like a key employee), the business, as a whole, is worth less (and logically so). These cases are a big step forward for family businesses that plan to make a transfer to the next generation.

Real estate investors and travel expenses

All real estate investors gather around. Do you want to deduct the cost of traveling to your rental real estate? You can, but you must know the two important rules. First, the primary purpose of each trip must be to repair, maintain, or manage your investment. Second, you *must* properly substantiate the expenses.

Here's a case that spells out what to do and the horrible tax result if it's not done. Didsbury lived in New Jersey and owned rental real estate in Washington, D.C. One year he made 44 trips to Washington to do repair and maintenance work on his properties. Sometimes he took care of personal matters while on the trips. He kept no records to substantiate his legitimate travel expenses. Sorry, said the Tax Court—no records, no deduction (Didsbury, TC Memo 1989-1).

Here is exactly what you must do to succeed where Didsbury failed:

1. For each trip, show that the trip is primarily related to your investment by recording the time spent on investment activities and on personal activities.
2. For each trip, record the investment purpose of each expense along with the amount, date and time.

Your best bet is to keep a log book or diary. Also, keep receipts. That way, your investment-related travel expenses are fully deductible against your rental income. □

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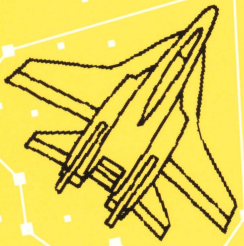

Alien invaders are draining the Earth's energy. As ***Captain Skybawk***[1]*, it's the player's job to stop them. All the speed and firepower of a fully equipped, F-14VTS jet is at their disposal.*

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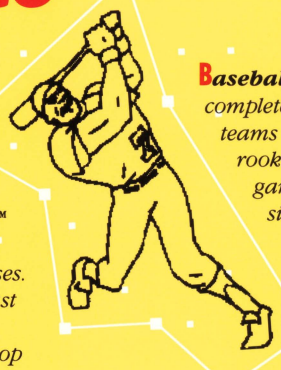
Super C[5] *kicks into action where Contra left off. Players take on a whole army of demented alien soldiers led by the vile Red Falcon. Simultaneous play lets two players challenge the game's eight levels of excitement!*



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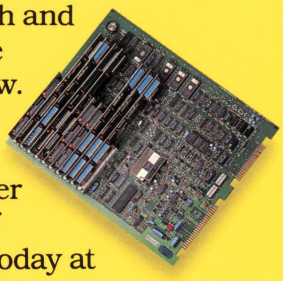

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Distributors necessary to industry success

Play Meter founder Ralph Lally had deep feelings about the distributors in the country. He explained these feelings in an editorial 10 years ago, "In other industries, middle men are often considered necessary evils. In this industry, distributors are necessary—period." He added that it would be a complete disaster if there were no distributors.

Play Meter's coinman of the month was Robert Bloom, the president of D. Gottlieb & Co. Interestingly enough, Gottlieb had only the year before stopped manufacturing electro-mechanical games. Bob joined Gottlieb from a far different field but was very positive about the coin-op industry. He called it "the most different, most fascinating, and most challenging industry in the world." He noted that the advent of solid-state "not only marked the end of electro-mechanical games but also seemingly terminated one- and two-player game formats."

It had been a mere two years since the jukebox royalty fee was initiated. However, the Copyright Royalty Tribunal was already collecting financial data from the music publishing industry to show evidence of financial hardship that would argue for an increase in royalties.

In other news 10 years ago Chris Minarik was appointed sales manager for Exidy; Micropin Corp. of California introduced a solid-state, bar-top pinball machine; average net profits of vending service companies slipped more than five percent; 100 suburbs of Chicago were gearing up to attack local licensing of vending machines for revenue, rather than for the cost of inspection, after a landmark court ruling favoring the Automatic Merchandising Council; the industry lost Edward Dupaquier, route manager of Lucky Coin in New Orleans; financially beset Game Plan got a $15 million transfusion from its parent company, AES Technology; Atari field service advisors were engaged in one of the most extensive national seminar programs in the company's history; John Lewis, co-founder of Dynamo, sold his 50 percent interest and founded a new company called Games Limited; Joe Kaminkow, with Bally Northeast at the time, was a regular on the Matt Segal talk show discussing new games; and Mark McCleskey was appointed to the position of vice president at Sefco.

In addition, Vic Leslie joined Sega to manage the European arm of the company; Bally's casino permit was being questioned by a New Jersey gaming enforcement authority; Stern purchased the assets of Seeburg and named Larry Siegel as president of the Seeburg division of Stern, while Steve Kaufman was name president of Stern's amusement division; and Universal USA moved to a new site and named Paul Jacobs as president.

It was 10 years ago that Pete Entringer, an 18-year veteran of the coin machine industry, resigned from Advance Distributing, purchased the outstanding shares of Brandt Distributing, and formed Audio Visual Amusements.

Play Meter's "Hot Stuff" list of top tunes included "You're the Only Woman," "Sailing," "Emotional Rescue," "One In a Million You," "Boulevard," "Hey There Lonely Girl," "Xanadu," "Upside Down," "Late in the Evening," and "Lookin' For Love."

Play Meter's "New Products" section included Sega/Gremlin's *Tranquilizer Gun*, *Star Race* by Gottlieb, Exidy's *Targ Classic*, *Counterforce* by Gottlieb, Williams' *Scorpion* and *Blackout*, *Space Encounters* by Midway, Taito's *Stratovox*, Universal's *Cheeky Mouse*, and *Viking* from Bally. □

Randy Fromm

Perfect conversions: A combination of kits plus connectors

Wiring the control panel of a video game conversion is easy. The edge connector for the computer board has a bunch of wires coming out of it; you just solder the ends of them directly to the switches on the buttons and joysticks, right? Well . . . not exactly!

Although this may seem like a perfectly reasonable way to install a conversion kit, it is far from professional. What happens if you need to remove the control panel from the cabinet for repair or refurbishment? If the wires from the logic board have been soldered directly to each switch on the control panel, you're out of luck. You'll have to remove each wire and resolder them all back on when you're done working on the control panel.

The obvious solution is to wire the control panel the same way the manufacturers do it; they use connectors! When conversion kits first made their way into the industry, I did what most operators did when converting games—I scrounged used connectors from wire harnesses that were stripped from converted games. Splicing wires where necessary, I made do with what was available.

But connectors soon began to get as scarce as rain in the Sahara Desert; I looked into obtaining new ones. Purchasing new connectors made my job much easier because I no longer had to splice wires.

"Using new connectors also made my conversions look much neater."

Using new connectors also made my conversions look much neater. There are two manufacturers of the connectors that we use in video games: Amp and Molex. The Amp connectors are also known as Mate-N-Lok connectors.

To use new connectors, you must obtain a couple of specialized tools. One is a "crimp tool," used to crimp the connector pin on the end of the wire. Using it is easy. All you have to do is strip the end of the wire about 1/8-inch, load the pin in the tool, and insert the end of the wire.

You must make two crimps for each pin. The first crimps the pin to the stripped end of the wire (for the electrical contact); the second holds the pin securely to the wire by crimping to the insulation. This also acts as a strain relief, preventing the bare wire from breaking where it is crimped to the pin. You do not have to solder the wire to the pin. For Molex connectors the crimp tool is part number HT-1919. The Wico part number is 21-586500. The crimp tool for Amp connectors is Amp part number 725. It is available from Caltronics, 21315-R Saticoy St., Canoga Park, CA 91304; (818) 346-4936. It is also available from Scooter, 746 Vermont St., Palatine, IL 60067; (800) 323-2727 or (708) 359-6040. The price is around $44.25.

The second tool you will need is a pin removal tool. This tool is important regardless of whether or not you use new connectors and pins. The pin removal tool

Dionne Warwick

Buck Owens

Frankie Valli

Ben E. King

Bill Medley & Peter Noone

Jukebox Excitement!

Tyler Collins

Conway Twitty

Col . Tom Parker

(Scenes from last year's show in Las Vegas)

New Orleans

AMOA ExPo '90

October 25-27

New Orleans Convention Center

The Amusement & Music Operators Association International Exhibition & Seminar for the Coin-Operated Amusement, Music & Vending Industry

Amusement & Music Operators Association 1990 Awards Show ★ October 26 ▶ Hyatt Regency New Orleans

This Year's Nominees*

Jukebox Pop Record of the Year

★Black Velvet, Alannah Myles (Atlantic)
★ Blame It On the Rain, Milli Vanilli (Arista)
★ Love Shack, B-52's (Reprise)
★ Nothing Compares 2 U, Sinead O'Connor (Chrysalis)
★ Wind Beneath My Wings, Bette Midler (Atlantic)

Jukebox R&B Record of the Year

★ Blame It on the Rain, Milli Vanilli (Arista)
★ Bust A Move, Young MC (Delicious Vinyl/Island)
★ Escapade, Janet Jackson (A&M)
★ Poison, Bell Biv Devoe (MCA)
★ Whip Appeal, Babyface (Solar/Epic)

Jukebox Country Record of the Year

★ Dumas Walker, Kentucky Headhunters (Mercury/Polygram)
★ Here in the Real World, Alan Jackson (Arista)
★ Just A Matter of Time, Randy Travis (Warner Bros.)
★ Killin' Time, Clint Black (RCA)
★ Statue of a Fool, Ricky Van Shelton (CBS/Columbia)

*Awards will also be given for Jukebox Pop, Country and R&B CD of the Year; Jukebox Rising Star Awards (male, female and group categories); and new inductees into the Jukebox "Legends" Hall of Fame.

AMOA

Amusement & Music Operators Association
111 E. Wacker Drive
Chicago, IL 60601
1-800/YES-AMOA
FAX: 312/565-4658

For more information on AMOA's 1990 Awards Show in New Orleans contact:
Sam Atchley, show producer,
at 817/267-4915; FAX: 817/545-9009

This ad underwritten, in part, by ASCAP, BMI and SESAC.

(also called a ''pin-popper'') does just what its name implies. It is used to remove a pin from the connector housing.

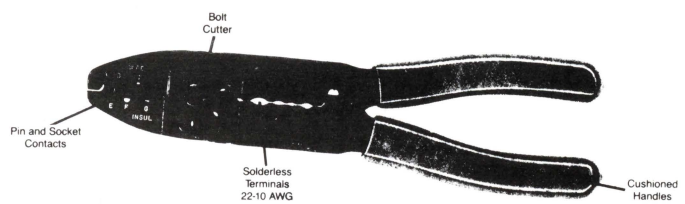
''But connectors soon began to get as scarce as rain in the Sahara Desert; I looked into obtaining new ones.''

Because connector pins are various sizes, there are different sizes of pin removal tools as well. I have three different tools. Two are used for connector pins made by Molex; the other is for Amp connectors. One of the Molex pin extractor tools is for .093 pins. The Molex part number for this tool is HT-2038/11-03-0006. It is available from Wico as part number 21-581000. The other Molex pin extractor tool is for .062 pins. The Molex part number is HT-2285/11-03-0002. The Wico part number is 21-581100. There are a couple of tools available for the Amp connector pins (there is only one size of Amp pin that we commonly use in games). One is Amp part number 458994-1/2. The Wico part number for this tool is 23-291400. This tool is unbelievably expensive at $56.65. Needless to say, I don't have one.

The tool that I use to extract Amp pins is available from Caltronics. The part number is 40-100. The price is around $16.50. This same part is available from Scooter. The part number is 746. Caltronics and Scooter are both good sources for the connector housings and contacts as well. When you contact them, ask them to send you a catalog. By the way, the male connectors are the ''pins'' and the female connectors are the ''sockets.''

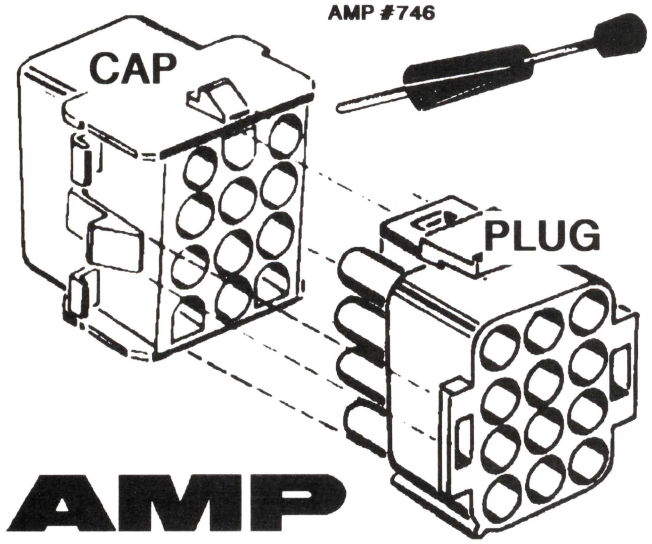
My preference is to use Amp connectors instead of Molex's. In the Amp connectors, each pin is surrounded by a section of the plastic housing. The design of the connector housings make it less likely to bend a pin or socket while mating the two halves of the connectors. □

AMP Service Tool I



Package No. 725

AMP PIN EXTRACTOR
AMP #746

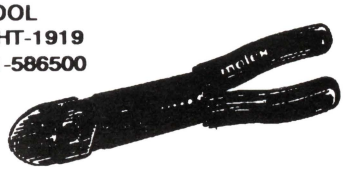


AMP MATE-N-LOK CONNECTORS (PLUGS & CAPS)

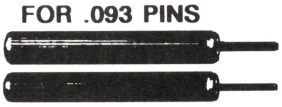
6 PIN PLUG (MALE)	AMP# 1-480704-0	WICO#23-288500
6 PIN CAP (FEMALE)	AMP# 1-480705-0	WICO#23-291900
9 PIN PLUG (MALE)	AMP# 1-480706-0	WICO#23-288700
9 PIN CAP (FEMALE)	AMP# 1-480707-0	WICO#23-288800
12 PIN PLUG (MALE)	AMP# 1-480708-0	WICO#23-288600
12PIN CAP (FEMALE)	AMP# 1-480709-0	WICO#23-292000

AMP #350547-1 AMP #350550-1

CRIMP TOOL
MOLEX #HT-1919
WICO #21-586500



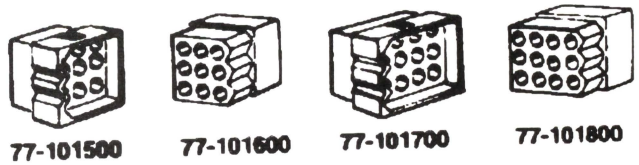
FOR .093 PINS

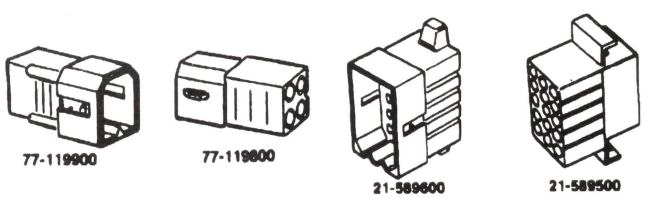


MOLEX #HT-2038 WICO #21-581000

MOLEX #HT-2285 WICO #21-581100

FOR .062 PINS





MALE PINS .062	MALE PINS .093	FEMALE PINS .062	FEMALE PINS .093
MOLEX #02-06-2103	MOLEX #02-09-2118	MOLEX #02-06-1103	MOLEX #02-09-1119
WICO #21-586800	WICO #77-101300	WICO #21-586900	WICO #77-101400

Sol Groenteman and Henry Grant of

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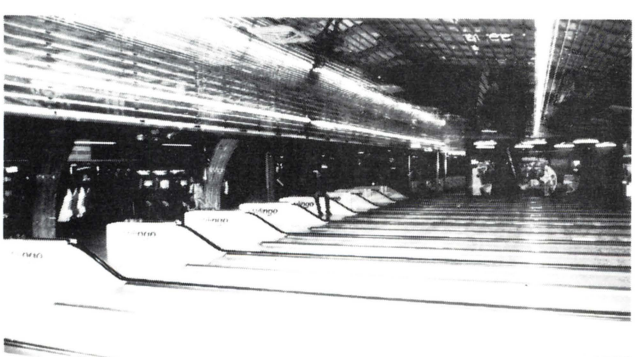
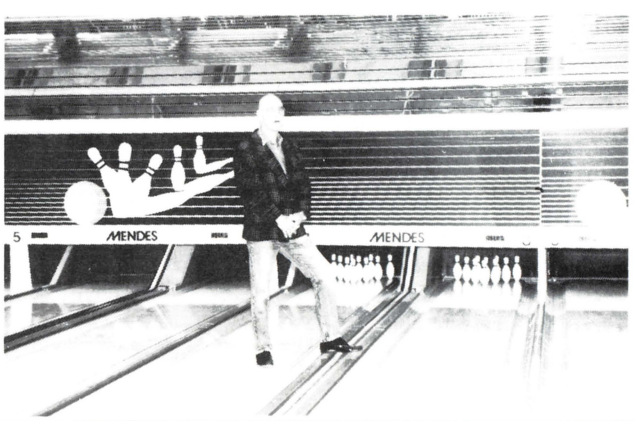
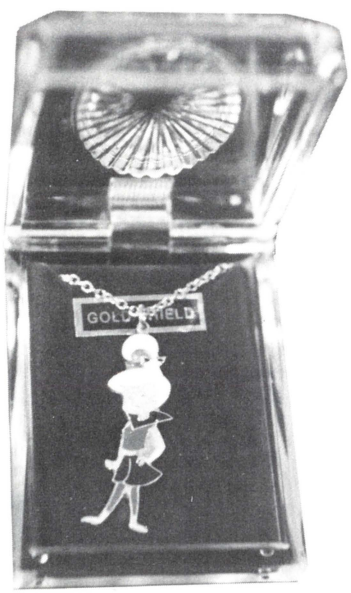
Belgian Amusement Company, Lange Leemstraat 187, 2018 Antwerp, Belgium. Telephone: 01032-3-239-3079. Fax: 01032-3-230-7865 or at Blankenberge, Telephone: 01032-50-412958. Fax: 01032-50-411181.





Bonnie Theard

The Jetsons make the jewelry scene



The popular summer big-screen movie, "The Jetsons," has created an even greater awareness of the longtime TV space-age family. Now, George and his whole family can highlight your cranes and rotaries and redemption counters.

H.M.S. Monaco features a new line of The Jetsons jewelry in necklaces and pins. Children of all ages, and adults who watched the cartoon program as children, will quickly identify with all the characters. The TV program ranks number four in popularity today among syndicated TV shows for children.

Look for George, Judy, Elroy, and the lovable space pup Astro in this colorful selection. The jewelry can be ordered in three different package configurations. The Lucite jewelry boxes are priced at $18 per dozen; the small and large rotary cups are $16.75 per dozen; and the globe or butterdish capsules are $18 per dozen. Contact H.M.S. Monaco at (800) 777-0901 or (212) 691-9000. □

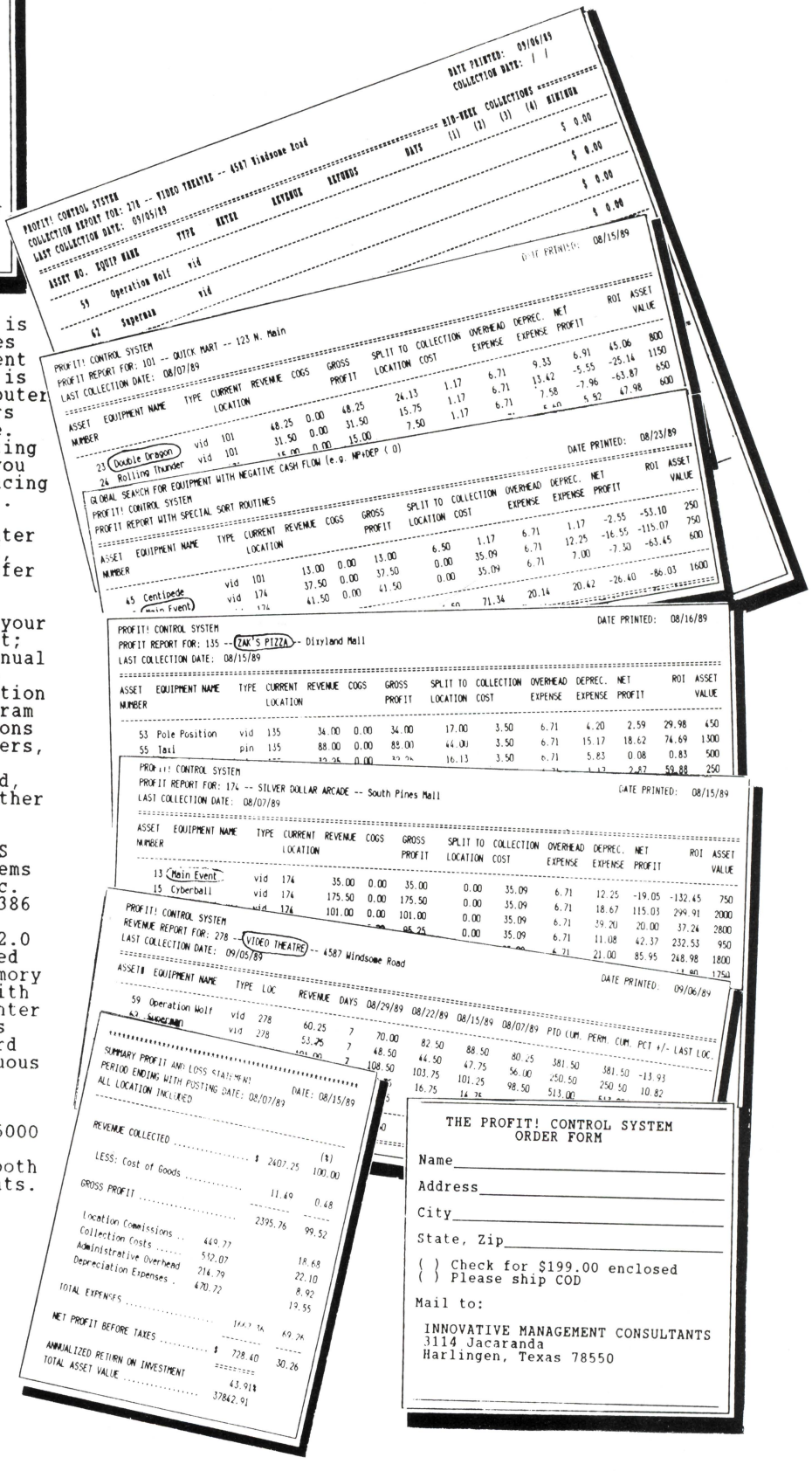
All merchandise suppliers are invited to send their newest items for this column. Listings are free and there is no limit to the number of times you may be included. Our operator readers are always looking for ways to draw player interest. This is your best and most economical avenue for appraising operators of your wares. Please send holiday entries for the December issue by November 1.

Bill,

I need to know ...

1. Should I rotate the Double Dragon at Quick Mart?
2. Did you want to put another machine into Zak's Pizza?
3. Should we sell one of our Main Events?
4. Do you want me to pull everything from Video Theatre this week?
5. Does Hilda have my collection reports ready for tomorrow?

Charles



The PROFIT! CONTROL SYSTEM is computer software that takes control of all your amusement or vending equipment. Here is software for your microcomputer that calculates and delivers profits to your bottom line. It is not a general accounting package; its a system for you if you manage revenue-producing equipment (arcade or route). It makes every machine and every location a profit center and focuses on profits, ROI, collection histories, transfer dates, and meter readings.

And getting the answers to your questions is no great effort; our 70+ page instruction manual explains THE PROFIT CONTROL SYSTEM in detail. Installation is quick and using the program is easy. Entering collections is simple; equipment transfers, different token rates, and minimums are no problem. And, you never have to write another collection ticket by hand.

Here are the details. MS/DOS compatible for popular systems like IBM, Compaq, Tandy, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirement: Minimum 256k with two disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print, continuous paper feed recommended. Equipment Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Disk Format: All orders include both 3-1/2" and 5-1/4" disk formats.

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Call (512)425-1918 to place your order. Give your name, address, and telephone number and we'll ship COD, or FAX your order to our FAX number (512)423-6661 and we will ship COD. You may also mail the order form along with your check for $195.00 plus $4.00 postage ($199.00)

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Harlingen, Texas 78550

Air Inferno

Taito introduces a new helicopter rescue simulator with *Air Inferno*, a realistic game that has a total of six rounds—two paced for beginners and four for intermediate or advanced players.

The game features fire extinguishing operations and rescues carried out from a rescue operations base. Players undergo two initial rounds of basic training and fire extinguishing training. The four rescue rounds are blazing tanker, skyscraper fire, volcanic eruption, and the search for an archaeologist lost in the desert.

The rescue rounds feature official "thank you's" from either the captain or an attractive blonde named Jennifer (also her twin sister). The most challenging round is rescuing the archaeologist, since sand storms and a radar break-down complicate the mission.

Each round offers both flying and landing instructions; points are scored for completion of each mission and successful landings. If a player's total score is among the top three he can input three letters of his name into a winners list.

For more information or distributor referral, write Taito America Corp., 390 Holbrook Drive, Wheeling, IL 60090; (708) 520-9280; FAX (708) 520-1309.

Race Drivin'

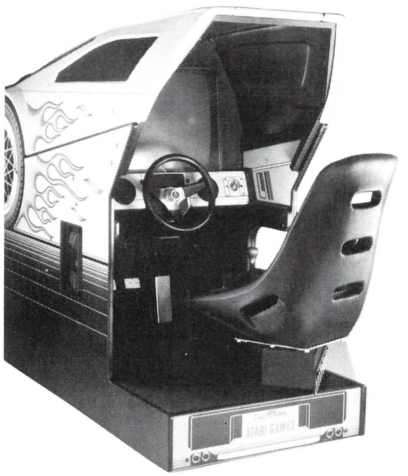
Atari debuts a follow-up to its popular *Hard Drivin'* with the new driving simulator, *Race Drivin'*. Of particular interest is the new Super Stunt track that challenges even the best players. Look for a corkscrew loop, a jump loop, and a section of dangerous winding mountain road.

The Autocross track has a built-in pace car and lap timer. The vector-drawn pace car is really a recorded view of the player's best previous lap. In addition, there's the Buddy Race, a two-player sequential race where the computer records the performance of players, a drone car, and the clock.

Players can select from several different sports cars to suit the chosen track. Each one has its own handling characteristics of off-the-line quickness, top speed, and cornering.

Other features include a faster microprocessor and a more efficient software code that reduces lag time between control input and screen graphic response.

Among game improvements are new materials for the shifter boot and electromechanical parts, greater serviceability for the steering motor and pedal assemblies, and a cabinet design with easier access to the cash box. *Race Drivin'* comes as a deluxe cockpit; update kits to convert *Hard Drivin'* will follow.



For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3750; FAX (408) 434-3776.

Punk Shot

Konami brings street basketball to the coin-op world with *Punk Shot*, a four-player interactive game for horizontal monitors that includes buy-in and game continuation features.

Sports prowess and fighting ability is a must in *Punk Shot*, a game that has two of the toughest two-man teams around—the Ramblers and the Slammers. Players can choose their turf—downtown in the alley, at the local park, or dockside. There's no home court advantage either way; plenty of onlookers jeer and cheer from the sidelines.

Play can be dirty—watch your back! Punches fly as players try to steal the ball away from each other. To emerge victorious, players must have sharp reflexes, speed, great timing, and prizefighting skills.

Player controls include an eight-way joystick and two buttons for pass/attack and shoot/jump at each player station.

For more information, or distributor referral, write Konami Inc., 900 Deerfield Parkway, Buffalo Grove, IL 60089; (708) 215-5100; FAX (408) 215-5122.

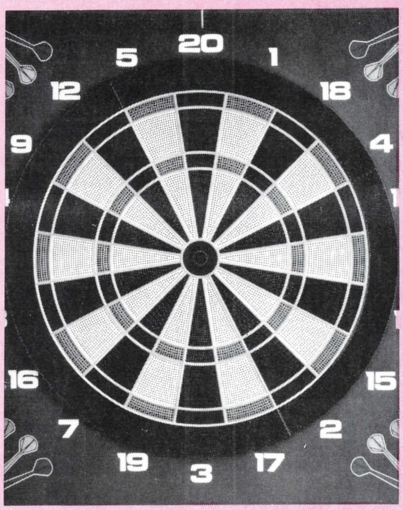
Scorpion Dart Target

Merit Industries introduces an innovative soft-tip dart target, the *Scorpion*. It's a new reinforced, thin rib spider combined with precision segments to totally eliminate jammed dart tips.

The *Scorpion* is low-profile, offering a virtually shadowless, flush appearance with the outer surface of the new target segments. All parts are molded of fiberglass-reinforced nylon for maximum wear characteristics and backed by a one-year factory warranty.

The segments have the highest number of dart-catching holes, a feature that maximizes dart retention. The inner bullseye is proportionately larger, with 21 holes, to offer players a more satisfying target, particularly in the strategy game of Cricket.

The *Scorpion* is available in the traditional four-color international color scheme (an historic favorite), and with either red and blue or red and black segments. It will retrofit all earlier Merit games and be standard on new *Pub Time Premier* and *II Plus 2* models.



For more information, or distributor referral, write Merit Industries, 2525 State Road, Bensalem, PA 19020; (800) 523-2760 or (215) 639-4700; FAX (215) 639-5346.

Magic Sword

Capcom takes players on a medieval fantasy adventure with its newest horizontal monitor kit, *Magic Sword*.

Designed as a two-player interactive game, *Magic Sword* offers 50 challenging levels. Players can choose to be one of the two heroes who battle the henchmen of Drokmar, the evil one.

During the adventure, the players can pick up allies who have different strengths and weaknesses. These allies assist them in the battles leading up to a confrontation with Drokmar.

An eight-way joystick and two buttons for attack/jump are at each player station. Game continuation and buy-in features are included. The game utilizes Capcom's exclusive super chip that guarantees high-resolution graphics and realistic action.

An innovative feature comes at the finale when players can choose between two different endings.

For more information, or distributor referral, write Capcom USA Inc., 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400.

Pit-Fighter

A no-holds-barred street fight is the theme of Atari's newest dedicated upright, *Pit-Fighter*. A one- to three-player game, it features a 25-inch monitor, extra-large control panel, buy-in time, and game continuation.

To make the game unique Atari used digitally processed graphics and growth motion hardware. The game offers three masters of fighting: Buzz, Ty, and Kato. Each master is skilled in different forms of fighting. They face street-tough opponents such as Chainman Eddie, Angel, and Masked Warrior (the ultimate champion).

All the opponents have different fighting styles. Players can change characters when continuing the game, and must be aware of the hostile crowd that pushes and attacks the fighters if they come too close.

Assorted weapons include knives, steel pipes, crates, motorcycles, oil drums, and chairs. Every three matches is a grudge match where players fight other paying players in a multiplayer game, or a computer twin of themselves in a one-player game. The winner is the last man standing in a three-knockdown fight.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3799; (FAX) (408) 434-3776.

Strata Bowling

The Strata Group debuts *Strata Bowling*, a three-in-one video bowling kit from the originators of *Capcom/Coors Bowling*.

High-resolution graphics in a 256-color display make *Strata Bowling* stand out visually. Cartoon-like images pop up during game play, accompanied by humorous sounds and lively music. Both skilled and novice players can manipulate the trackball accurately.

The three games within the game are Regulation Bowling, Flash Bowling (bonus numbers flash), and Strike or Die, where scores can go as high as 2,700 points as long as players keep getting strikes.

Strata Bowling is available for upright cabinets, cocktail tables, or countertops. It comes with a special $100 rebate offer: just turn in a working, color coin-op video bowling game circuit board and get $100 cash in return.

For more information, or distributor referral, write the Strata Group, 709 Algonquin Road, Arlington Heights, IL 60005; (708) 437-2704; FAX (708) 437-2473.

Pizza Drop

Those pizza-loving heroes on the half shell have made it to the realm of redemption games in Capcom's new *Pizza Drop*.

This fun game is an oversized pachinko-style machine. The object of the game is to drop pizza balls into manholes to win tickets. The balls are actually standard orange golf balls.

Players put a quarter into the machine and receive three balls. They drop the balls, one at a time, through a hole in the top of the cabinet and watch as it rolls around the playfield on its way to the manhole.

There are several operator-adjustable features, such as playing time and ticket percentaging. The game is appropriately housed in a turtle green cabinet that measures 30 inches wide, 23 inches deep, and 72 inches high; weight is 150 lbs.

Other features include gold contact microswitches, solid-state electronics, digital sound, and neon lighting.

For more information, or distributor referral, write Capcom USA Inc., 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400.

Rattle and Roll

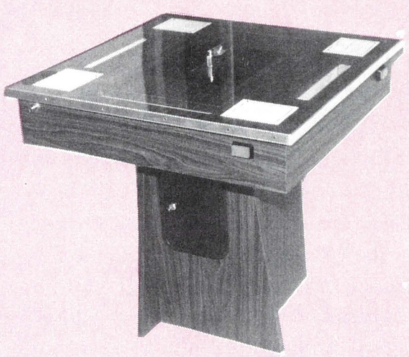
Bush Electronics introduces *Rattle and Roll*, a novelty table game that lets players choose to play either Poker Dice or Liar's Poker.

After choosing the desired game, players deposit one quarter for 60 seconds of spinning time. Up to four people can play at once. The dice spins in a cage while players press a button on the edge of the table to make the dice "rattle and roll."

Players may spin as often as they like in the 60 seconds allowed and create their best poker hand. There are no prizes and the game is just for fun.

The game is unique since it is totally battery-powered, with the charge maintained by solar panels on the top of the table. Only 75 watts of light overhead are required to keep the game operational.

For more information, or distributor referral, write Bush Electronics Inc., 5359 Dixie Hwy., Saginaw, MI 48601; (517) 777-8490; FAX (517) 777-8140.



Acoustical foam

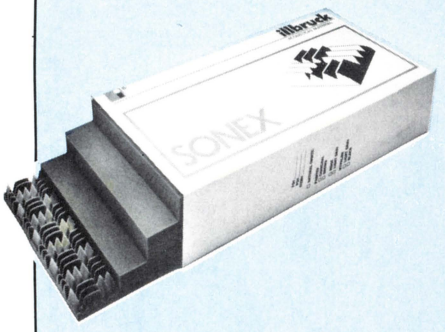
Illbruck has made its popular Sonex acoustical foam available in smaller sheet sizes that enable users to receive shipments via UPS. This means freight savings of up to 75 percent in some areas.

Traditionally, Sonex sheets have been available as 48'' x 48'' sheets (in two-, three-, or four-inch thickness). The new sheets are cut as 24'' x 48'' and packed to meet the shipping requirements of parcel handlers like UPS. The smaller sheets are available in three thicknesses and four natural colors or painted silver.

Long used to kill industrial-strength plant equipment noise, Sonex has moved increasingly into office and computing environments where noise is a productivity-robbing problem. In both areas the professional foam's effectiveness arises from its unique shape and special acoustic material.

Besides full-size and the new half-size sheets, Sonex is also available as 24'' x 24'' Juniors, 31'' x 48'' Sonex Baffles, Super Sonex, and a similar variety of flame-resistant Sonex 1 products.

For more information, contact Russell Leighton, Illbruck, 5155 E. River Road NE, Suite 413, Minneapolis, MN 55421; (612) 520-3620.

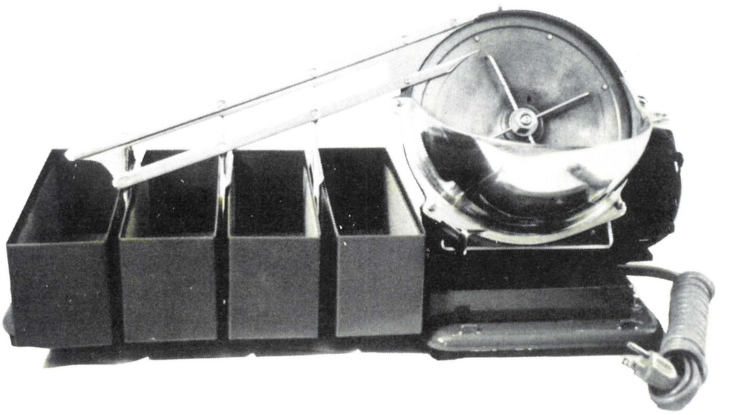


Coin sorters

ABC Coin Sorting & Counting Co. now stocks a complete line of coin sorters, including rail sorters, sorter shaker trays, and sorter/counter machines for customers who have a small or large volume of coins to sort.

ABC features the Johnson Rail Sorter in both manual and electric models. The operator pours mixed coins into the hopper and turns on the machine. It sorts the coins into separate boxes for pennies, nickels, dimes, and quarters. Tokens are an option.

For more information or an ABC catalog, contact Marcia Steffen, ABC Coin, 2839 Biscayne, Plano, TX 75075; (214) 596-1212.

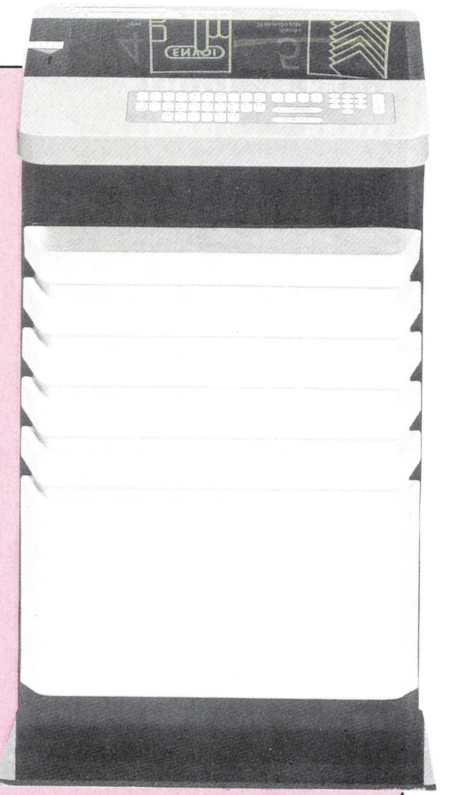


Card machine

Auto Photo Systems has unveiled its newest product, the Express Card Machine. A completely self-operative vending unit, it produces 50 custom-designed business cards or 25 custom-designed invitations in just one minute. The cost is $5.

Customers choose from 24 predesigned card formats and font styles. The Express Card Machine is easily sited, due to its small overall dimensions: 42 inches high, 24 inches wide, and 30 inches deep. The unit can also be utilized for general announcements, birthdays, special messages, or entrance tickets.

For more information, contact Bob Searles, Auto Photo Systems, 2722 Walnut Ave., Tustin, CA 92680; (800) 776-3545.



Encapsulation compound

Master Bond EP30D-7, from Master Bond Inc., is a two-component, sealing and encapsulation compound that's relatively insensitive to its mixing ratio or substrate cleaning procedures. Its superior electrical insulation properties make it an ideal compound for sealing capacitors and other electrical components.

Master Bond EP30D-7 has a 100/15 mix ratio by weight. Accelerated cure schedules can be achieved at elevated temperatures. EP30D-7 produces durable, high-strength bonds that are resistant to thermal cycling and water, oil, and most organic solvents. Adhesion to metals, glass, ceramics, wood, vulcanized rubbers, and many plastics is excellent.

This product is available in pint, quart, gallon, five-gallon, and drum containers. Color of part A is gray; part B is amber. Optional colors are available upon request.

For more information, contact James Brenner, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983; FAX (201) 343-2132.

Kick stopper

A-1 Products has found a solution to bent coin boxes and penny flipping, the ''Kicker Stopper.'' This bar is for game doors that measure approximately 13-3/4'' wide x 11'' high. The device features an extra heavy bar near the center that protects the door from kickers.

The Kicker Stopper also covers the top half of the coin return boxes to deter penny flippers. Weak spots, such as seams, are covered; the hinges on the bar are hidden. The padlock shackle is protected by the covered bracket. Hardware is included with all security items.

For more information, contact Stan Pearson, A-1 Products, Rt. 1, Box 654A, Hwy. 101, Beaufort, NC 28516; (800) 782-6721.

BBS utility

Star*Tech Journal's Bulletin Board System, the only full-time BBS dedicated to the coin-op industry, now offers a new utility that makes searching for a subject (a particular game, subassembly, component, parts source, author, etc.) much simpler. The software, called ''BAMscan,'' was written by James Beck.

The existing original ''inquire'' command only allows you to search the ''to,'' ''from,'' and ''subject'' of messages. But the BAMscan utility searches the entire message for a specific word or string and conditional testing.

Conditional testing lets you search for messages that contain the first *and* second keyword; the first *or* second keyword; and messages that contain the first keyword but *not* the second. The possibility to search for specific information is endless. StarTech Journal offers this service free to all subscribers. All that's needed is a computer and a modem to access the service.

For more information, contact StarTech Journal, P.O. Box 1065, 18 N. Centre St., Merchantville, NJ 08109; (609) 662-1080; FAX (609) 662-0537.

LED displays

The Component Products Division of IEE has added to its Hercules LED display line. The LR3982H alphanumeric LED displays feature bold, 14-segment, 26.6mm characters with right hand decimal. The displays' LED chips incorporate high-efficiency red GaAsP on a transparent GaP substrate for maximum brightness output.

The overall package size is 23.6mm high, 10mm wide, and 7mm deep. Interconnection is by D.I.L. pins on 2.54mm centers with rows on 7.62mm centers. The unit is priced at $3.45 in quantities of 100; availability is six to eight weeks ARO.

For more information, contact the Customer Service Dept. at IEE's Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91405; (818) 787-0311, ext. 377. □

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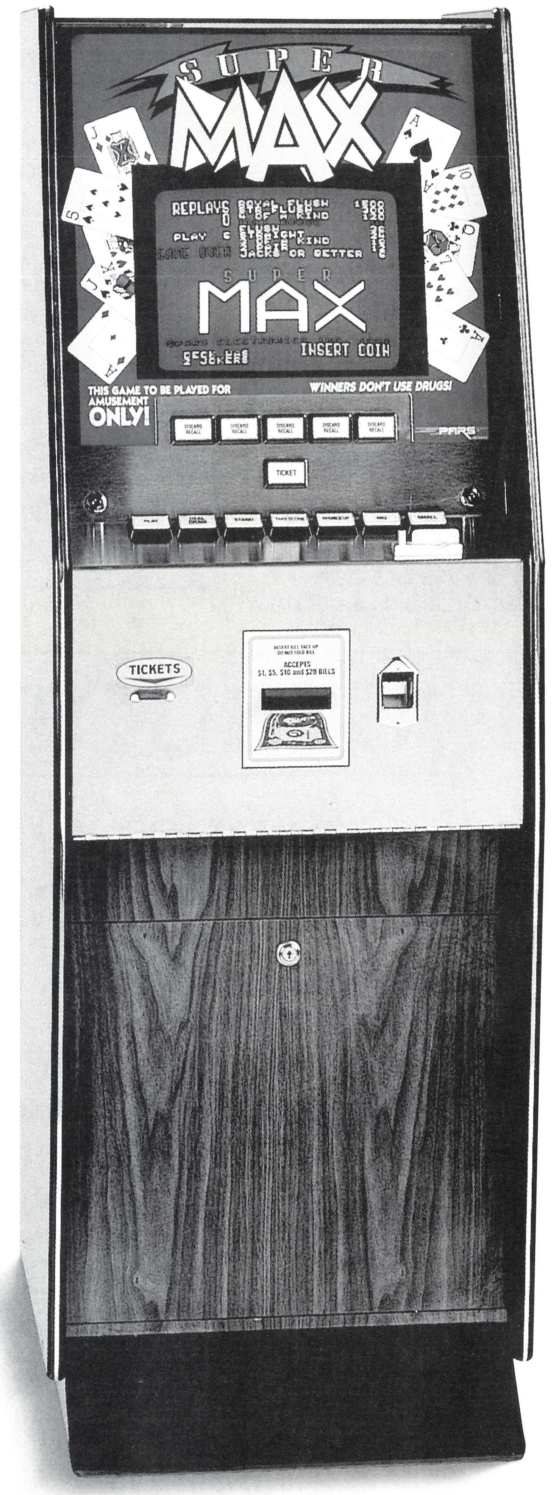

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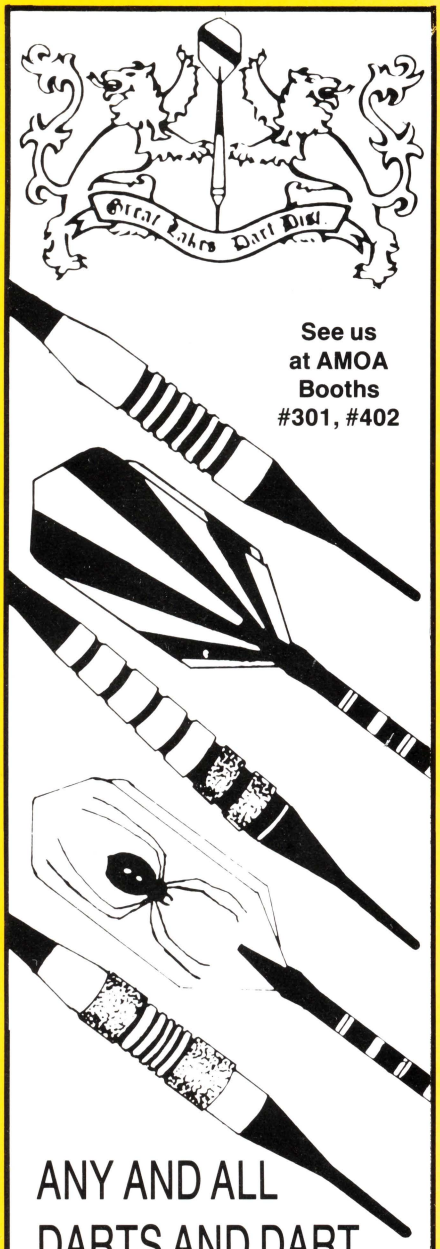

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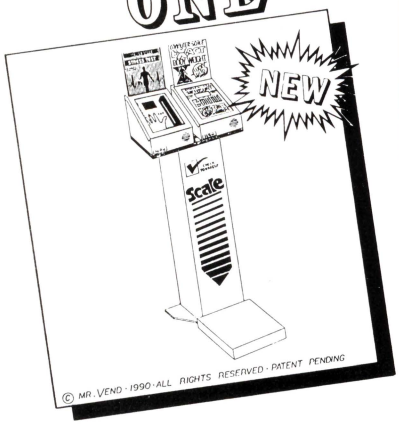

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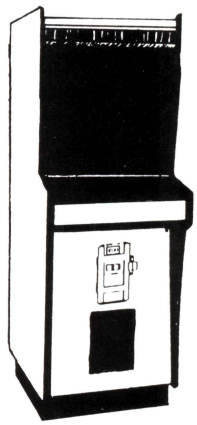

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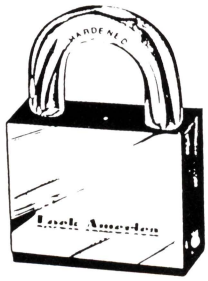

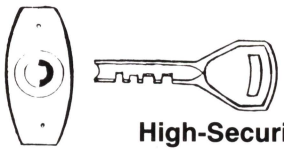

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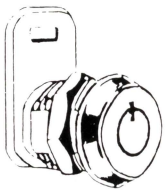

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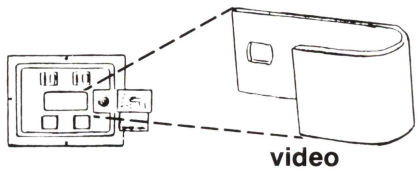

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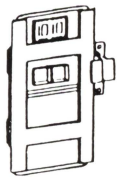

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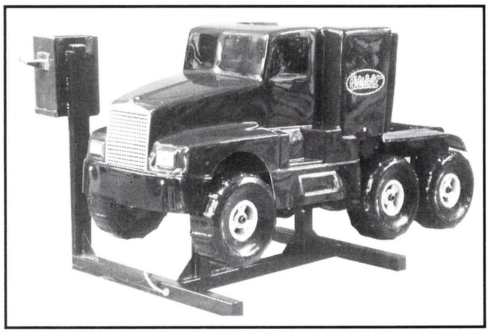

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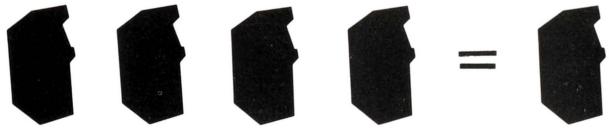

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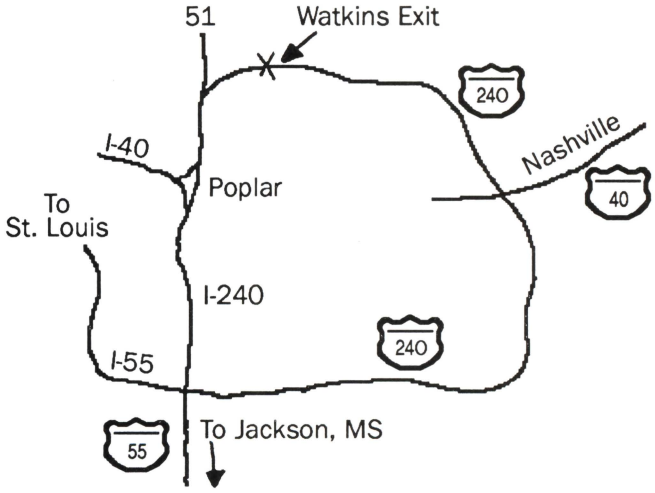

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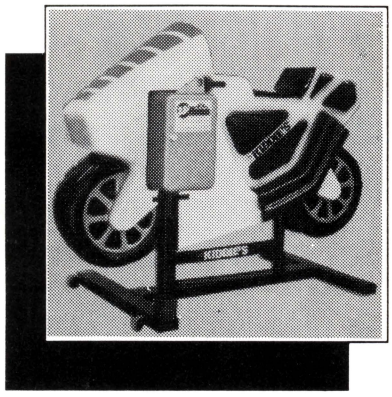

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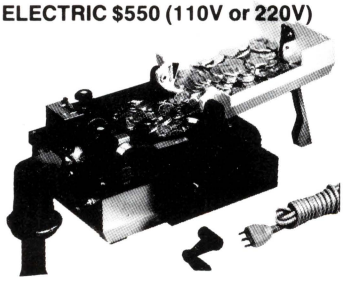

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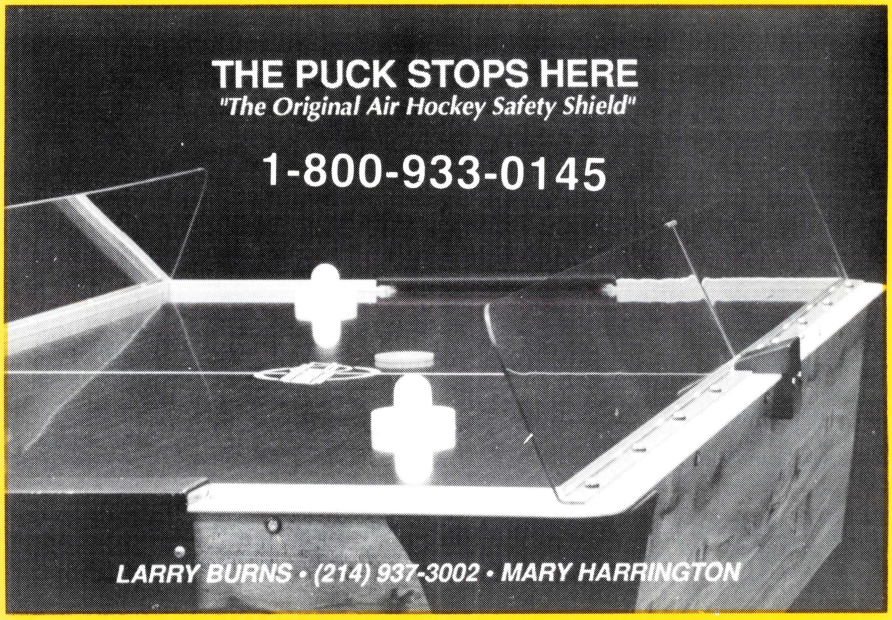

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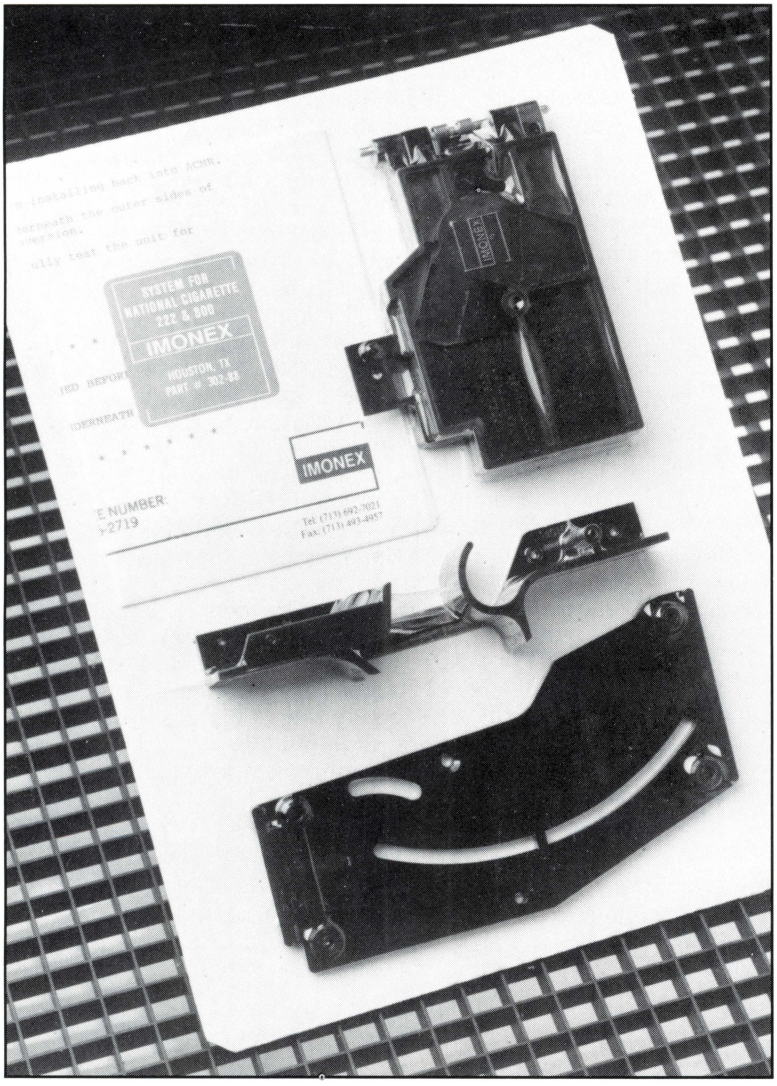

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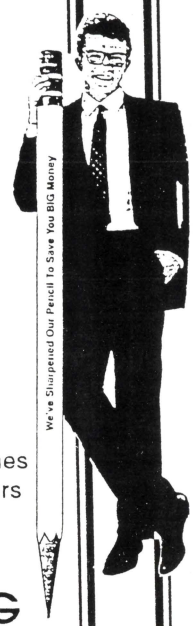

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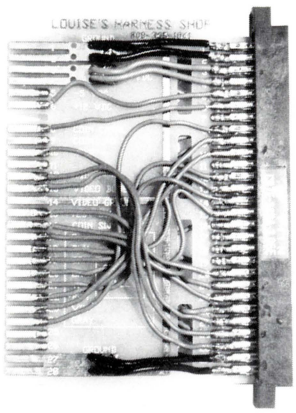

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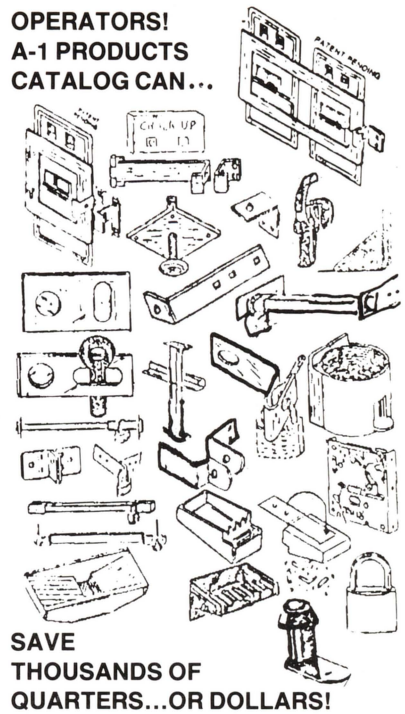

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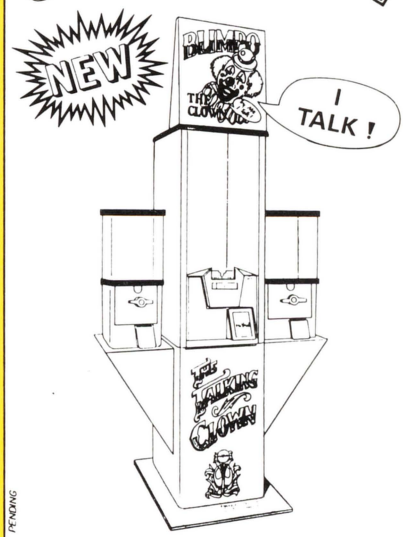

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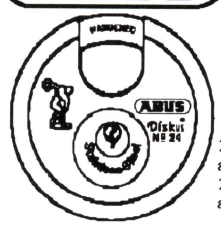

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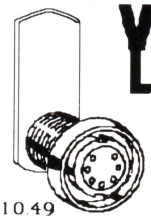

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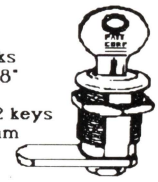

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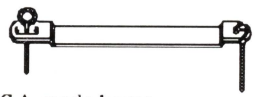

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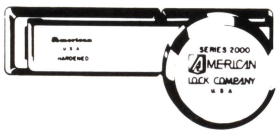

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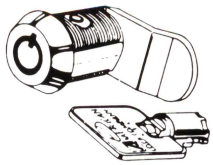

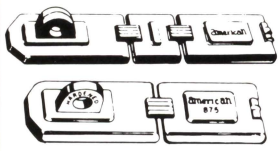

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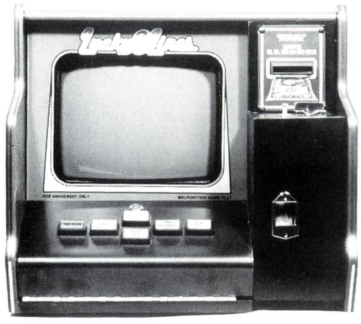

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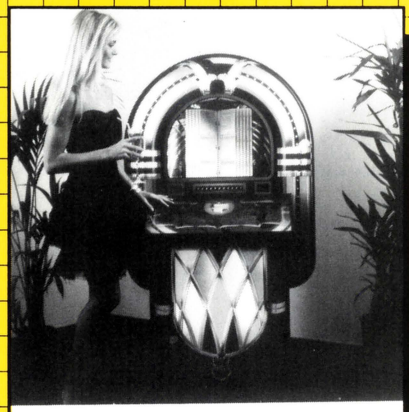

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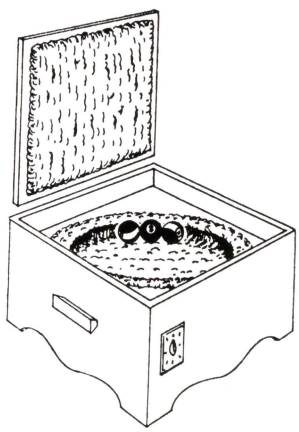

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October 11-14
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, Orange County Convention/Civic Center, Orlando, Fla. Contact NAMA (312) 346-0370.

October 16-18
Amusement and Music Operators of Virginia (AMOV) Annual Convention and Trade Show, Virginia Beach, Va. Contact Charles Rowland (804) 262-9283.

October 25-27
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

October 29-31
InterTainment '90, Third Annual International Conference on Interactive Entertainment, Marriott Marquis Hotel, New York City. Contact Sally Chin, conference director, (212) 382-3929.

October 29-Nov. 3
Randy Fromm's Arcade School, New Orleans. Contact Randy Fromm (619) 697-4035.

November 9-10
Pinball Expo '90 and Flip Out pinball tournament, Ramada O'Hare, Rosemont, Ill. Contact Robert Berk (800) 323-3547 or (216) 369-1192.

November 14-17
International Association of Amusement Parks and Attractions (IAAPA) 72nd Convention and Trade Show, Convention Center, Washington, D.C. Call (703) 671-5800.

March (1991)
World Championships of Flipper/Pinball I in Milwaukee, sponsored by the AMOA/International Flipper Pinball Association (IFPA). Exact date to be announced.

March 22-24 (1991)
American Coin Machine Expo (ACME), Bally's Hotel, Las Vegas. Contact Bill Glasgow Inc. (708) 333-9292.

International

October 3-4
JAMMA Trade Show, Ryutsu Center, Tokyo. Contact JAMMA, Room 704, TBR Building, 2-10-2, Nagata-Cho, Choyada Ward, Tokyo 100; Tel. 03-593-2562.

October 3-5
Spanish Amusement Trade Show, Fer '90 International, Palace of Victoria Eugenia, Barcelona, Spain. Contact Fer '90 International. Secretaria General, Avda Diagonal, 474-08006 Barcelona. Telex 50227 NRTL, FAX (93) 415-00-95, Tel (93) 218-58-50.

October 25-27
Park Show International, trade show of attractions and amusement park equipment, Rimini Exhibition Centre, Rimini, Italy. Write Ente Autonomo Fiera Di Rimini, 487037 Rimini, C.P. 300; Tel. 0541/7111; Telex 550844 Fierim I; FAX 0541/774313.

January 7-11 (1991)
Amusement Trades Exhibition International (ATEI), Grand Hall Gallery, Olympia, London. Contact Margaret Turner, Malcolm McIntyre Consultancy, Crusader House, 14 Pall Mall, London SW1Y 5LU, Tel. 071-839-1461; FAX 071-925-2206.

January 23-26 (1991)
IMA '91, International Trade Fair for Amusement and Vending Machines, Frankfurt/Main Fairgrounds, Frankfurt, Germany. Contact Heckmann GMBH, Kapellenstr. 47, D-6200 Wiesbaden. Phone (0 61 21) 58 04-0; Telex 4186 518; FAX (0 61 21) 5804-17.

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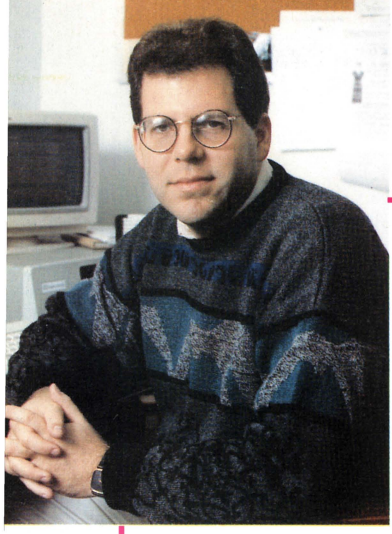

Dodging those tourist traps

I'll get right to the point, since space is at a premium. Visitors unfamiliar with New Orleans are invariably pointed in the same direction, often relegated to an experience of Mardi Gras T-shirts, watery gumbo, and voodoo trinkets. Luckily, though, you have *me* to lead you down the proper path.

AMOA Expo visitors, consider this page an insider's tip sheet, a valuable mini-guide for eateries, bars, music clubs, and other miscellaneous places that most tourists don't know about. By all means, *tear out this page before you come to New Orleans and carry it around at all times!* Lose it and you could end up taking a Superdome tour.

Food: Unsuspecting tourists have been brainwashed when it comes to Cajun food, i.e., they think they must stand in line at K-Paul's to get a definitive Acadian meal. It's not that the food is bad, mind you. I recommend staying away because of 1) the aforementioned long line, 2) community seating, which means you must share your table with someone else if there are empty chairs, 3) the $25-$30 price tag for blackened (yawn) fish, and 4) paper napkins and formica tables, hardly what one would expect given the prices and hoopla.

A better bet is Alex Patout's Louisiana Restaurant on Royal Street. He, too, is a famous chef in these parts. The food is every bit as good—if not better—than K-Paul's, it's cheaper, and the surroundings are infinitely more plush. Chef Frank Brigsten takes Cajun cooking to new heights at the restaurant that bears his name. In fact, calling his place "Cajun" stretches the term, all the more reason to try to avoid labeling or pigeonholeing. If you want to go to Brigsten's, it's never too soon to call. Getting a table in this converted cottage isn't easy.

If you want time-honored Creole cooking, there are the "Big Four" restaurants in the French Quarter: Antoine's, Arnaud's, Galatoire's, and Brennan's. The venerable Tujague's is pure Creole, but don't go unless you get a kick out of surly old waiters who drop bread on your table like it's a live grenade.

For good Creole outside of the French Quarter, I recommend Commander's Palace in the Garden District (the turtle soup and chocolate fudge Sheba are to die for) and Delmonico on "The Avenue" (St. Charles Avenue, which is worth driving down just for a view of the oak trees and mansions). For imaginative cuisine with Creole roots, try these three restaurants: Emeril's, Bayona, and Constantin's. The chefs at the first two—Emeril Lagasse and Susan Spicer—are being hailed nationally for their wizardry in the kitchen. Patti Constantin may not get their press, but she is no less skilled or daring.

Eating well in New Orleans doesn't mean you have to spend a lot of money. There are countless restaurants that, to borrow a line from *Times-Picayune* food writer Gene Bourg, "would send the editors of *Architectural Digest* into apoplexy." Their redeeming grace is, of course, the food on the plate.

Po-boy emporiums are all over the place. For the unfamiliar, a po-boy is made by taking a section of (hopefully) crisp French bread, slicing it open, and filling it with roast beef, ham, meatballs, oysters, soft-shell crab, or just about anything else that's edible. (You'd be surprised how good french fries, gravy, and a heaping glob of "my-nez" tastes on French bread.)

If you see a line of people on Decatur Street, waiting to get in a place called Maspero's, don't join them. I'm forever baffled by the allure of this place; they don't even serve their sandwiches on French bread, the heathens! Better by far, and closer to the AMOA Expo site, is Mother's on Poydras Street. *This* line is worth it. If you can resist their red beans and rice or seafood gumbo, get the Ferdi sandwich, which becomes a Ralph when you add Swiss cheese. One of these sandwiches, along with some potato salad and a Barq's root beer in the longneck bottle, is quintessential New Orleans dining. (Ad man Ron Kogos likes an extra dollop of mynez on his potato salad; I find it caloric overkill.)

For the truly adventurous, there's Parasol's in the Irish Channel. One entrance puts you in the bar, which is usually filled with crusty souls engaging in heated arguments about Louisiana politics. You can eat there or go up a few stairs to the dining area. Order one thing only: the roast beef po-boy. When the two ladies behind the counter are having a good day, you'll get the best sandwich in the city, bar none. Alas, you don't always get their most inspired effort, a fact that makes Parasol's only for the gambling type.

One other thing about sandwiches. New Orleans is the home of the muffaletta, an Italian sandwich created years ago at the Central Grocery on Decatur Street. A muffaletta consists of round Italian loaf bread with sesame seeds, ham, salami, provolone cheese, and—the key ingredient—marinated olive salad. The muffalettas at Progress Grocery, located a few doors down from Central, are also first-rate.

A word of caution, however: do not eat one of these if you plan to meet afterward with another member of the human race. I sometimes get Progress to put extra olive oil juice on mine, but only because I intend to stay away from society for two days. My racquetball partner once thought the court had been transformed into Central, thanks to the muffaletta juice fumes that were seeping through my pores. Tricky, albeit delicious, food.

Another spot worth seeking is Camellia Grill, a '50s-style diner located Uptown on Carrollton Avenue. If you're lucky enough to grab one of the 29 swivel stools at the counter, order the following: a two-egg omelette that looks like four, a chocolate freeze, coffee, and a slice of **the best** pecan pie south of the Mason-Dixon Line. If you're lucky you'll get Harry as your waiter. He's been there for over 40 years and has countless jokes to tell. If you follow baseball, engage in New York Yankees banter. He loves 'em; play the role of Yankee-hater and you'll be rivaling a Nixon-Kennedy debate. (Note: Don't get too rowdy. Wanda, the cashier, will quickly quiet you by asking where you were raised.)

Moving on to bars and nightclubs...woops, looks like I'm almost out of space. I'll be back next month to finish enlightening you. □

Christopher Caire

Christopher Caire
News Editor

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